




**VACATION
TRAVEL
BY CANADIANS
IN 1976
IN THE UNITED STATES
VOLUME 1
SUMMARY REPORT**





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VACATION TRAVEL BY CANADIANS IN 1976

IN THE UNITED STATES VOLUME 1

A study of Canadian vacation patterns:
Characteristics of travelers and trips to each
of the nine regions of the U.S.
as well as to the U.S. as a whole.

Conducted by
Traveldata International

Sponsored by
the United States Travel Service,
the Canadian Government Office of Tourism,
the Ministry of Transport (Canada)

Saskatchewan Department of Tourism

and

the Montreal Star, Ltd.

DECEMBER 1977

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SECTION I

Highlights of Canadian Vacation Travel in 1976

A. INTRODUCTION

This report provides an analysis of a survey entitled "Vacation Travel By Canadians In 1976" conducted by TRAVELDATA INTERNATIONAL for both the U.S. and Canada. The sponsors of the survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport (4) The Saskatchewan Department of Tourism and (5) The Montreal Star Ltd.

The survey represents the eleventh in an annual series of studies describing Canadian travel patterns and vacationer characteristics. This report incorporates series data, in some cases back to 1966, to facilitate trend analyses.

The report contains 10 volumes. Volume 1—**Summary Report**—provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the nine U.S. tourist regions.

Volume 1: **SUMMARY REPORT**—United States.

Volume 2: **NEW ENGLAND**—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Volume 3: **EASTERN GATEWAY**—New Jersey, New York.

Volume 4: **GEORGE WASHINGTON COUNTRY**—Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

Volume 5: **THE SOUTH**—Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.

Volume 6: **GREAT LAKES COUNTRY**—Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.

Volume 7: **MOUNTAIN WEST**—Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.

Volume 8: **FRONTIER WEST**—Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.

Volume 9: **FAR WEST**—Alaska, California, Idaho, Nevada, Oregon, Washington.

Volume 10: **THE ISLANDS**—American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

B. METHODOLOGY

This survey was based on a national probability sample involving over 10,000 personal interviews with individuals 18 years old and over. The survey includes data on travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands), as well as to the U.S. mainland, to illustrate total Canadian vacation travel to the U.S.A.

Limitations: In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

C. HIGHLIGHTS OF THE FINDINGS

1. Incidence of Canadian Vacation Travel

- Fewer Canadians took vacation trips in 1976 than in the year before as the incidence of vacation

travel dropped 3 percentage points from 59% in 1975 to 56% in 1976. This represents an 8% drop in projected trips—from 8.3 million in 1975 to 7.7 million in 1976.

- This decline in vacation travel in 1976 was widespread as Canadians from most provinces (except Ontario and British Columbia) and all socio-economic groups and age categories traveled less than in 1975.
- The decline in vacation travel occurred primarily among those who normally take only one vacation trip per year, as multiple trip takers continued to travel as often as before. The result was a very marginal increase in the average number of trips per year per traveler—from 1.50 in 1975 to 1.52 in 1976.

2. Destination of Canadian Vacation Trips

- Continuing a trend, the U.S.'s share of the Canadian vacation travel market grew from its 21% share in 1974 and 23% in 1975 to a record high of 25% in 1976.
- In contrast, travel by Canadians within Canada declined in share—from 66% of total trips in 1975 to 62% in 1976.
- Of the 2.1 million vacation trips to the U.S. in 1976 (+2% over 1975), The South (25%) and The Far West (24%) were the most frequently visited regions. New England (17%), Eastern Gateway (15%) and Great Lakes Country (12%) were the next most popular regions among Canadian vacationers in the U.S. in 1976.
- With respect to shifts in U.S. destination patterns by Canadians from 1975 to 1976, The Frontier West (+64%), George Washington Country (+36%) and The U.S. Islands (+31%) recorded the largest increases in Canadian vacation trips over 1975.

3. Trip Expenditures

- Although total vacation travel by Canadians in 1976 declined 8% from 1975, a 10% increase in average party trip expenditures (from \$554/trip in 1975 to \$607/trip in 1976) increased the total spending by Canadians on vacation trips in 1976 to about \$3.2 billion, or 9% more than the estimated \$2.9 billion spent during 1975.

- Canadian vacation expenditures in the U.S. were \$996 million in 1976. This figure represents a 31% share of the total 1976 Canadian vacation expenditures and a 28% increase over the estimated \$777 million spent in the U.S. by Canadian vacationers just one year earlier.
- Estimated expenditures for each region of the U.S. are dependent primarily upon the number of visitors, length of stay, accommodations used and purpose of trip. It follows, therefore, that The South (25%) and the Far West (18%) received the greatest shares of Canadian vacation spending in the U.S. during 1976. The Frontier West (+177%) and George Washington Country (+88%) experienced the largest increases in vacation receipts in 1976 over 1975.
- The average trip expenditure (including transportation) in the U.S. increased 19% from \$687 in 1975 to \$815 in 1976, reflecting both a longer length of stay in the U.S. and the inflationary effects on the cost of travel. By way of comparison, the average trip expenditure within Canada was estimated at \$394 (+9% over 1975), while the comparable figure for overseas destinations was \$1,603 (+2% over 1975).
- Per day party expenditures for trips within Canada were estimated at \$37 (+23% over 1975), \$56 in the U.S. (+14% over 1975) and \$71 for overseas destinations (+1% over 1975).
- With respect to travel to the U.S., the over 40—married—upper income travelers tended to be the biggest spenders. In addition, those who traveled to the U.S. by air spent considerably more on the average than did those who traveled by car, while those on package tours and charter flights tended to spend more in the U.S. than did Canadians who traveled on scheduled flights or independently arranged vacations.
- Finally, the winter market appeared to be more lucrative than the spring, fall or summer markets.

4. Demographic Characteristics of the 1976 Canadian Vacationer

- The socio-economic profile of Canadian vacationers differed with respect to certain characteristics depending on whether their trip was to the U.S., overseas or within Canada.

- Briefly, the Canadian domestic vacation traveler tended to be: married (62%); employed in a white collar position (33%), skilled laborer (31%), or retired (11%); about 40 years old (36% falling between 18-29 years of age and 31% being 50 years of age or older); with a family income of at least \$15,000 (52%); English speaking (67%); residing in an urban center (81%); and owning their own dwelling (64%).
- Comparatively speaking, the Canadian vacationer in the U.S. was: married (60%); tended to be employed more often in a white collar job (42%) and less often as a skilled laborer (29%) or retiree (10%); about 41 years of age (31% falling between 18 and 29 years of age and 33% being 50 years of age or older); with a higher family income, as 58% earned \$15,000 or more; English speaking (66%); residing more often in an urban center (86%); and owned their own dwelling (65%).

5. Trip Characteristics

a) Trip Decision, Planning and Purchase Patterns

- The lead time in planning a U.S. vacation trip has not changed appreciably since 1975. Almost half (48%) made their decision to visit the U.S. within 4 weeks of their actual trip.
- Automobile trips appear to be slightly more spontaneous than air trips, as would be expected. Among auto travelers, 49% decided to visit the U.S. within four weeks of departure compared to slightly fewer, 44%, among air travelers.
- The use of travel agents for planning a vacation trip continued to grow in 1976. One out of five (20%) contacted a travel agent in 1976, a significant increase over both the 16% usage rate in 1975 and the 7% usage rate recorded in 1970. In 1976, travel agents were most commonly used by air travelers (52%), when planning an overseas trip (73%), when buying a package tour (83%) and when traveling on charter flights (88%).
- In 1976, an estimated 2% of all Canadian vacation trips to the U.S. involved the services of a travel agent. About 52% of the air trips to the U.S. and 17% of the bus and train trips involved a travel agent. On the other hand, only 4% of the

auto trips and 4% of the motor camper trips involved the services of a travel agent. As might be anticipated, the use of a travel agent was greater among air travelers; for trips which lasted longer than one week; for winter or non-summer trips; and trips to vacation spots.

b) Mode of Transportation

- Among all Canadian vacation trips, air travel accounted for 34%, one percentage point more than in 1975, but still well below the high level of 39% recorded during the energy crisis in 1974. Of all Canadian vacation trips to the U.S., 31% were by air, representing a rebound from the relatively lower incidence (27%) of air usage in 1975—and nearly equal to the 32% share of Canadian air travel to the U.S. recorded in 1974.
- Auto travel to the U.S., on the other hand, has leveled off at about 58% in 1976, nearly equal to the 59% auto usage share reported in 1975. This share, however, is still well below the high rate of 65% auto share reported in 1973 which seems to suggest that the energy crisis of 1974 has had some longer range effects on travel behaviour.

c) Tours, Charter and Independent Travel

- "Inclusive package tours" were defined for the respondent as being a trip where "transportation, accommodation and other ground arrangements were bought as part of a package price." The popularity of these types of inclusive package tours continued to grow among Canadian vacationers. In 1976, 23% of all trips on common carriers involved a packaged tour. This is an increase over the 20% reported in 1975.
- As expected, the purchase of inclusive package tours was more common among vacationers to the U.S. than for vacation travel within Canada. In 1976, 31% of all "non-auto" trips to the U.S. were inclusive package tours.
- The Canadian's usage of charter flights for travel abroad did not appear to change between 1975 and 1976. Of all trips by air, 20% were on charter services. Additionally, the usage of charters to both overseas areas (38%) and the U.S. has remained fairly level in 1975 and 1976 (16% in 1975, 17% in 1976).
- The most popular U.S. regional destinations among charter travelers were the U.S. Islands, Florida and California.

- By way of comparison, 7% of all air trips within Canada were on charter, 51% of the air trips to the Caribbean were by charter and 33% (—5% from 1975) to Europe were on charters.

d) Seasonality

- A slight shift in the seasonality of Canadian vacation travel to the U.S. occurred between 1975 and 1976. More Canadians visited the U.S. during the winter months of January to March (up to 28% in 1976 from 23% in 1975) while fewer (down to 35% in 1976 from 42% 1975) came through the traditionally well-traveled summer months of July thru September. The harsh 1976 Canadian winter may have contributed to the smoothing of the seasonality factor.
- On the other hand, the seasonality of Canadian domestic vacation travel has retained its previous seasonality patterns. However, trips to overseas destinations have shown a slight move towards more summer travel (+5% from 1975) and less winter travel (—4% from 1975). Possibly, the U.S. winter markets absorbed some of this shift.
- While vacationing within Canada tended to be a summer activity, vacation travel to the U.S. continued to be split more evenly between “summer” and “winter” seasons. Approximately 49% of the trips to the U.S. occurred between June and September and 29% between December and March. Overall, Canadian vacation arrivals in the U.S. on a quarterly basis were as follows: 1st Quarter (23%); 2nd Quarter (18%); 3rd Quarter (42%); and 4th Quarter (17%).

e) Length of Trip

- The average duration of trip among Canadians vacationing in the U.S. was 14.6 nights, only marginally longer than the 1975 trip duration of 14.3 nights. Of the total 14.6 nights, 12.6 were in the U.S. while the remaining 2 nights were spent in Canada. It is interesting to note that of the 14.3 nights length of trip in 1975, 12.3 nights were in the U.S. while, again, 2 nights were spent in Canada.
- With respect to Canadian vacation travel within Canada, a decrease in the length of stay was recorded from 12.0 nights in 1975 to 10.8 nights in 1976. This decline is primarily the result of shorter domestic vacation trips among residents of Quebec and Ontario.

- The length of overseas trips averaged 22.5 nights in 1976, about the same as in 1975.

f) Purpose of Trip

- In 1976, the most frequently mentioned reason by Canadians for vacationing in the U.S. was “to spend some time at a vacation spot” (43%). The second most popular reason was “to visit friends and relatives” (41%), followed by “sightseeing and doing things in cities and towns” (26%). Participation in non-city activities was mentioned by 33% of the Canadians who vacationed in the U.S. with 17% mentioning sightseeing in rural areas and 16% mentioning camping, fishing, boating and other outdoor activities.
- Only 2% of the Canadians who vacationed in the U.S. during 1976 indicated that they were motivated primarily by Bicentennial events. It is possible, however, that the Bicentennial may have had a less direct or secondary role in motivating Canadians to visit the U.S.
- Skiing is unquestionably a popular sport among Canadians. According to the survey, at least one active skier lives in as many as 1 out of 4 households (23%). However, most skiing was done within the province of residence. From only 2% of the households surveyed did someone take a ski trip to the U.S. in 1976. Less than half of one percent indicated having skied in other countries during the year. However, 5% of the households interviewed in British Columbia reported having skied in the U.S. during 1976.
- “To visit friends and relatives” (48%) continued to be the most prevalent reason for taking a vacation trip within Canada. Other frequently mentioned reasons included “to spend time at a vacation spot” (32%) and “sightseeing and doing things in cities and towns” (18%).
- The average number of reasons offered by the traveler for “main purposes of trip” was 1.7. Overall, spending time at a vacation spot was more important in 1976 than in 1975 while camping and sightseeing were stressed less often.

g) Composition of Traveling Party

- Although the composition of the Canadian vacation party traveling to the U.S. continued to be primarily “adults only” (58%), the average size party increased from 2.76 adults in 1975 to 3.20 in 1976.

- In 1976, the most popular types of accommodations used by Canadians vacationing in the U.S. were motels/hotels (65%), friends and relatives (32%) and campgrounds (19%).
- As one might expect, the type of accommodation used in the U.S. differed considerably depending on the nature of the destination. For example, camping was most popular in New England and the Mountain West Regions. Ethnic and social ties were strong motivations for Canadians who visited Massachusetts, California and the Great Lakes Region, as 49% on the average stayed with friends and relatives as compared to 32% for the U.S. as a whole. On the other hand, hotels/motels were utilized more often by "vacation spot" visitors in The South and Far West Regions, 74% and 72% respectively.

6. Impressions and Attitudes of Canadian Vacationers Toward the U.S.

a) Prices in the U.S. vs. Canada

- To some extent, the growth of travel to the U.S. and the recent increase in interest for shopping in the U.S. by Canadians may be an indicator of the belief that the U.S. is relatively less expensive for most goods and services than is Canada. Findings from the survey indicate that 41% of the respondents believe that Canada is more expensive than the U.S., compared to only 13% who felt that the U.S. was more expensive. The greatest perceived disparity in costs between the U.S. and Canada, where the U.S. was seen as being less expensive was with gasoline, followed closely by food, accommodations and souvenir/gift shopping.

b) Favorable Impressions of the U.S.

- Canadians who traveled to the U.S. on vacations during 1976 were asked what they perceived as their "most favorable impressions about vacationing in the U.S."
- As in 1975, response was varied, again supporting the theory that the U.S. provides a broad base of appeal to Canadians. The physical beauty and weather were most impressive to visitors—particularly the beaches and the water, as well as the scenery in general. Perhaps as a result of the unusually cold and wet weather in many regions of Canada during 1976, more Canadians appeared to be attracted by the American climate—29% in 1976 as compared to 23% in 1975.
- Another appeal of significance was "lower prices"—mentioned by 15%, up from 7% a year earlier and re-enforcing the "less expensive" image previously discussed.
- Further, only 16% did not provide a positive comment, suggesting a high degree of visitor satisfaction.

c) Unfavorable Impressions of the U.S.

- The U.S. appears to be increasing in favorability among Canadian vacationers as 65% of those who visited the U.S. in 1976 had no unfavorable comments—up from the 58% recorded a year earlier.
- Among those who cited some negative aspects of travel in the U.S., the most frequent comments focused on "social conditions" such as "dirtiness and smog" (4%), "too crowded" (3%) and "violence" (2%). Another 4% indicated that they did not like the food or beer.

Summary of Characteristics of Canadian Vacation Travel To The U.S. in 1976

**2,081,000 Canadian Vacation Trips
To The U.S. (+ 17% from 1975)**

**\$996 million spent in the U.S. by
Canadian vacationers (+ 28% from
1975)**

- \$283 per capita expenditures per trip in U.S.
- \$23 daily per capita trip expenditure in U.S.

Traveler Characteristics

Residence:

Urban (86%)
Ontario (39%) and Quebec (26%)
English speaking (66%)
From urban centers with population over 500,000 (46%)

Dwelling Status

Live in single/semi-detached dwelling (66%)
Own their own dwelling (65%)

Sex:

Female (53%) and male (47%)

Age:

18-29 years (31%) and 50 years or more (32%)

Marital Status:

Married (60%)

Education:

Attended or completed high school (47%)

Occupation:

Professional/Mgr./Sales/White-collar (42%) and
skilled workers (29%)

Family Income:

\$10,000 to \$20,000 (45%) and \$20,000 and over (35%)

Family Composition:

Adults only (58%)

Trip Characteristics

Purpose:

To spend some time at a vacation spot (44%)
sightseeing (43%) and visiting friends or relatives (35%)

Mode of Transport:

Auto (54%) and air (35%)

Seasonality:

3rd quarter (41%), July (19%), August (15%)

Mean Length of Stay:

12.6 nights

Mean Size of Traveling

Party

2.76 persons

Use of Travel Agent

27% used in planning

Decision Lead-time:

Planned trip within 2 months of departure (61%)

Favourable Impressions of U.S.:

Facilities (33%), physical beauty (31%), weather (31%)

Unfavourable Impressions:

None recalled (65%)

Accommodation:

Motel (38%), hotel (27%)

Package Tours:

32% of those on common carrier

CHARACTERISTICS OF CANADIAN VACATION TRAVEL IN 1976

A. CANADIAN VACATIONS AND TRIPS

1. Incidence of Vacation Travel

A marginal decline in vacation travel was recorded in 1976, with 56% of adults taking major vacation trips away from home overnight or longer (i.e., excluding weekend or long weekend trips) in that year, compared with 59% in 1975.

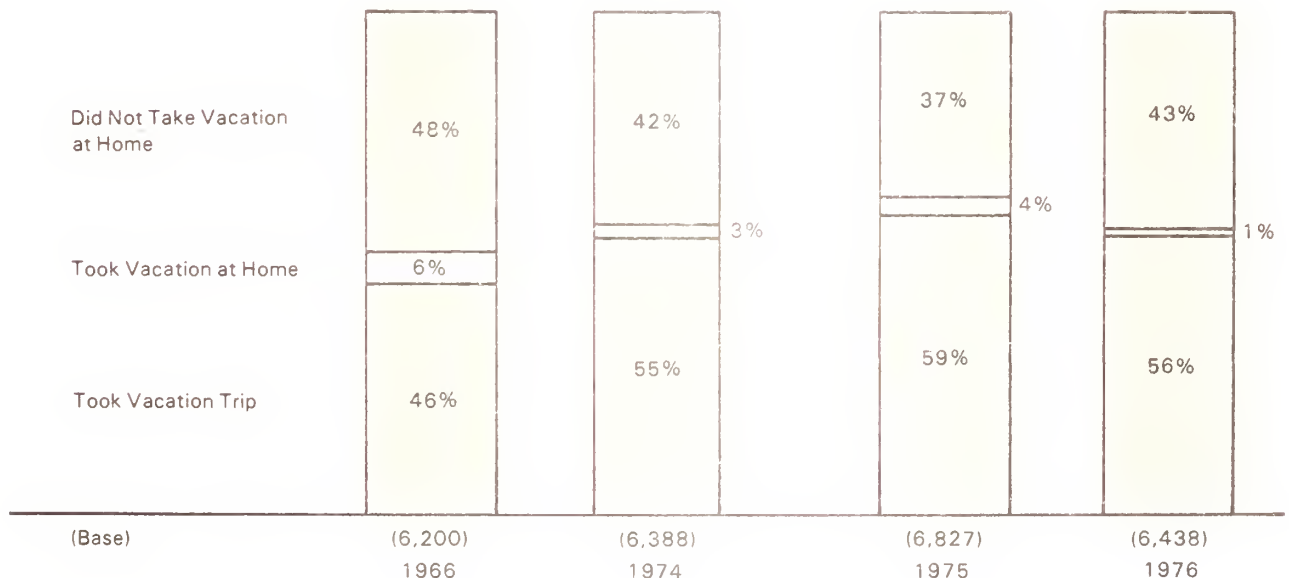
Further, fewer Canadians chose to vacation at home in 1976—down from 4% in 1975 to 1% in 1976.

These trends result in a total of 43% of Canadian adults not taking any vacation in 1976, a significant increase from the 37% level in the previous

year. Part of this decline in vacationing can perhaps be explained by the rather stagnant economic conditions in 1976 and by the general mood of spending restraint among other Canadians.

Related to the following chart and illustrated in the appended tables, the decline in vacation travel occurred consistently across a broad range of demographic segment of the population. However, the general decline in travel was not as great among residents of Ontario and British Columbia as it was among other Canadians.

Chart 1
CANADIAN VACATIONS AND VACATION TRIPS
1966-1976



2. Frequency of Canadian Vacation Travel

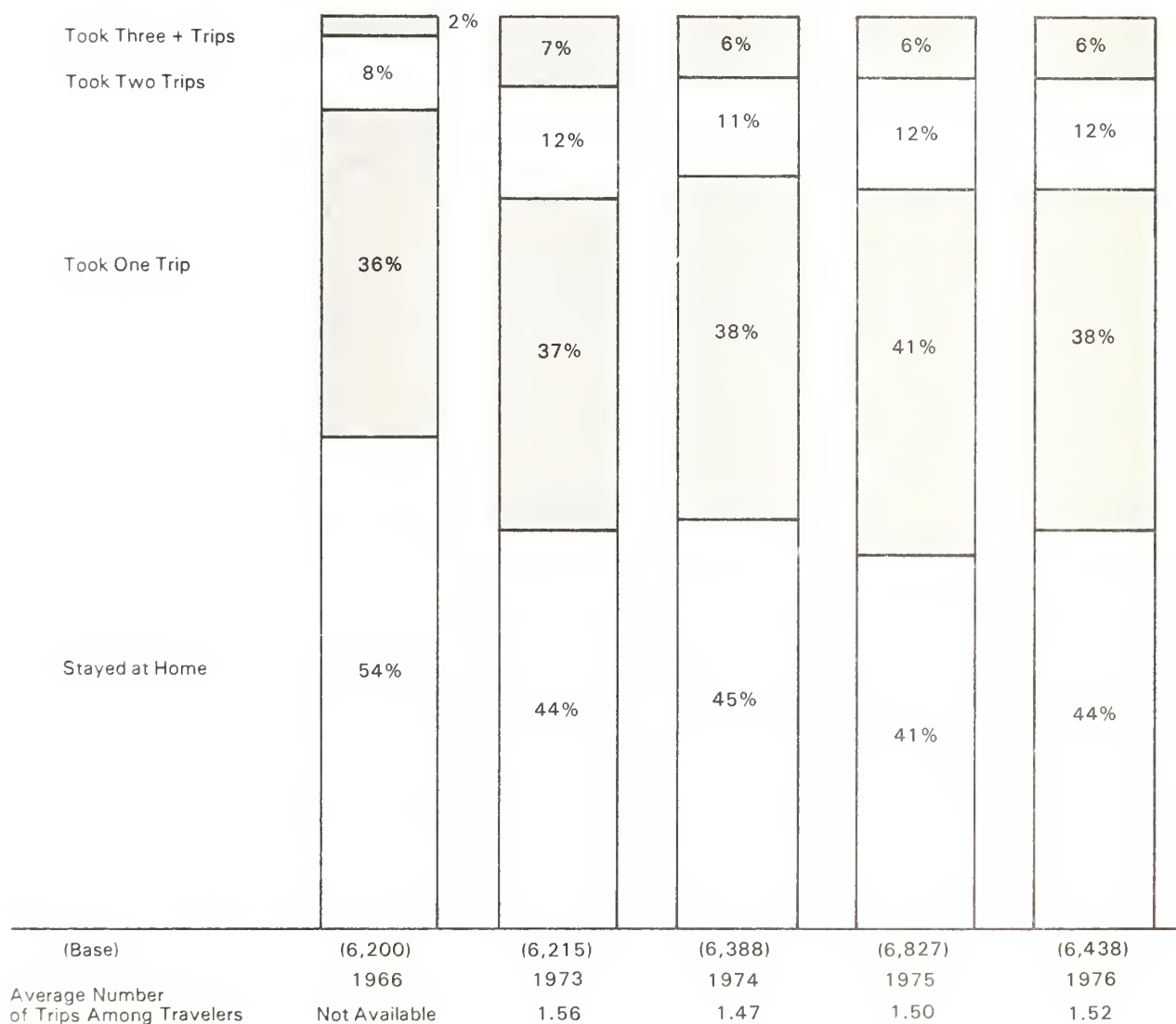
The decline in trip taking in 1976 was solely among those who take only one trip per year. About the same number of individuals took two or more vacation trips in 1976 as in 1975.

Specifically, 38% of the Canadian population took one vacation away from home, down from 41% in 1975, while 12% took two trips and 6% three or more trips, unchanged from the year before.

The result was a very marginal increase in the average number of trips among travelers—from 1.50 in 1975 to 1.52 in 1976.

Perhaps one hypothesis for these trends could be that those who take more than one vacation trip in a year are more committed to travel than the single trip takers and, therefore, would be less likely to curtail trip taking in a restrained economy.

Chart 2
NUMBER OF VACATION TRIPS TAKEN BY
CANADIANS EACH YEAR
1966-1976

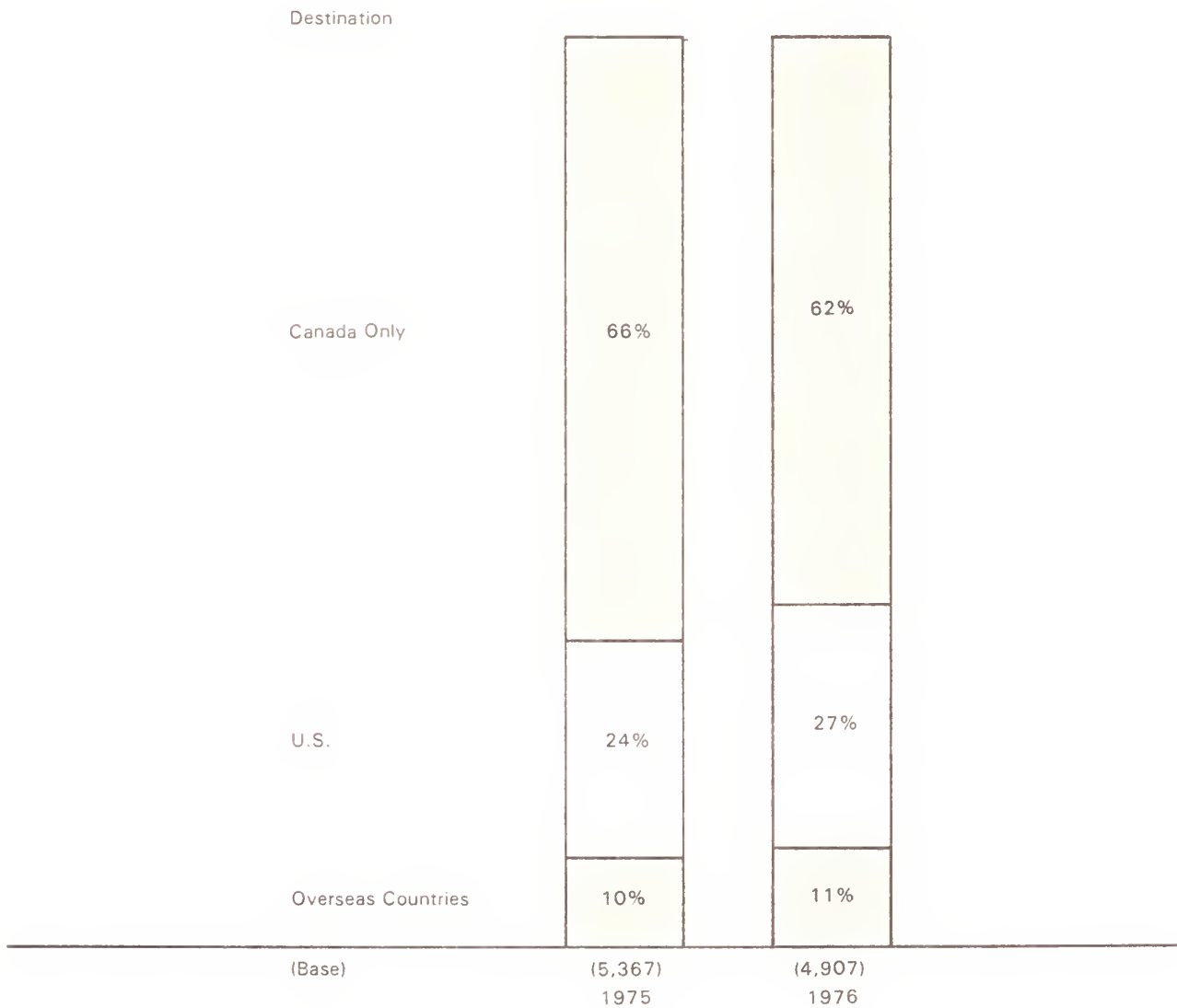


3. Destination of Canadian Vacation Travelers

Canada remained the major vacation destination for Canadians in 1976, but continued to lose share of market. As many as 62% vacationed within Canada, but the proportion has been consistently declining over the past few years. Specifically, in 1975 significantly more, 66%, vacationed within Canada.

The United States was the major beneficiary of the loss in Canada—increasing its share from 24% in 1975 to 27% in 1976. Overseas countries received 11% of Canadian trips in 1976, a marginal gain from the year before (10%).

Chart 3
DESTINATIONS OF CANADIAN TRIPS
(INTERNATIONAL AND DOMESTIC)



4. Destinations Within The United States

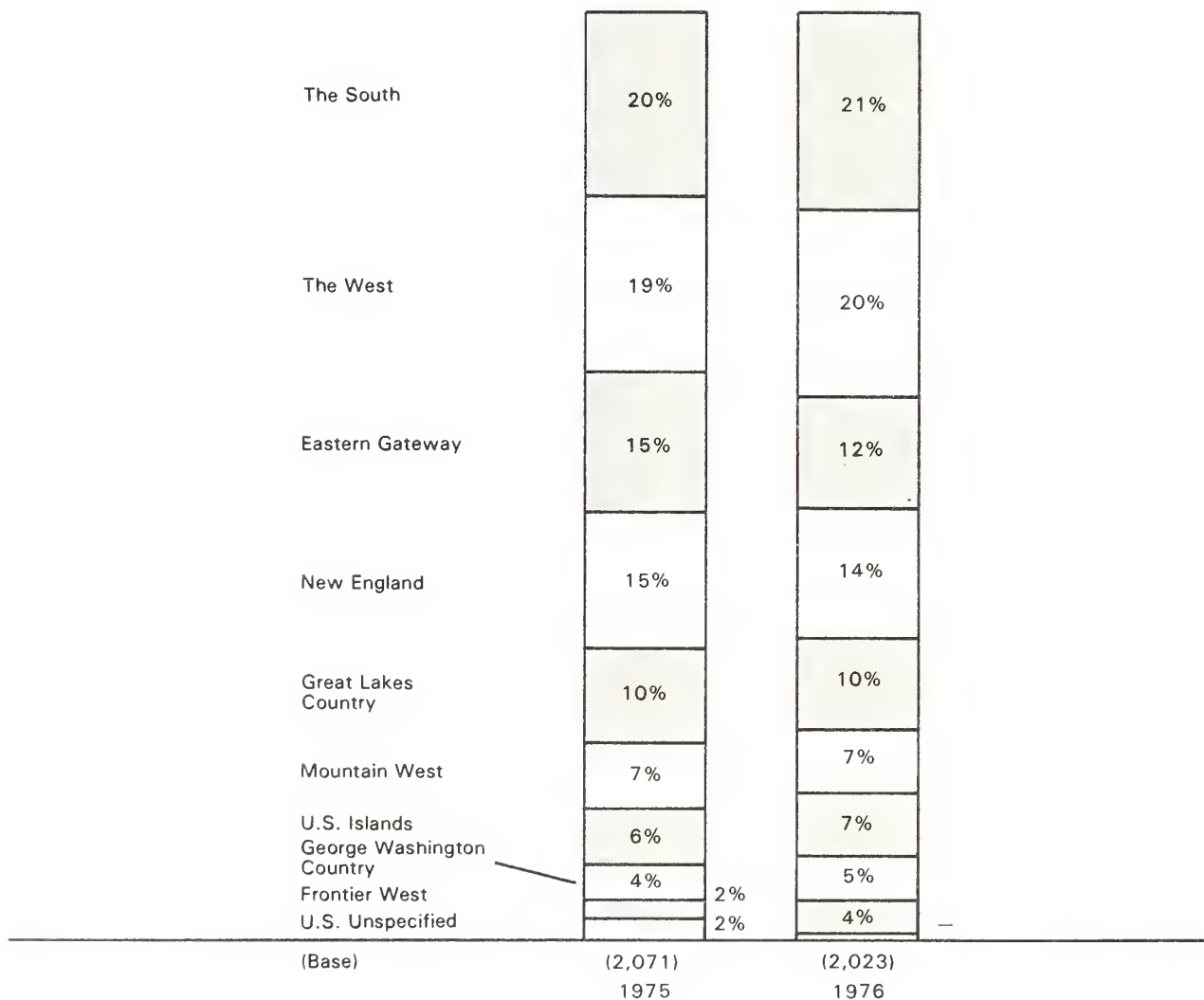
The South and the Far West regions continued to be the most popular vacation destinations for Canadians traveling to the United States. Specifically, 21% were destined for The South and 20% for the Far West, both up one per cent from their 1975 share.

New England, (at 14%) and Eastern Gateway (at

12%) retained third and fourth position, followed by another region bordering on Canada, Great Lakes Country (at 10%).

Although it was the least popular region for Canadians, the Frontier West states reported the greatest growth rate since 1975—up from 2% to 4% in 1976.

Chart 4
CANADIAN VACATION TRIPS



5. Canadian Vacation Expenditures

The following chart illustrates the share of Canadian vacation expenditures received by each U.S. region and can be compared to the share of trips. As with the share of trips, The South and Far West Regions also received a considerable share of Canadian vacation dollars the spending patterns: The South obtaining a 25% share of expenditures (compared with 21% share of trips) and the Far West Region with an 18% share of dollars (compared with a 20% share of trips).

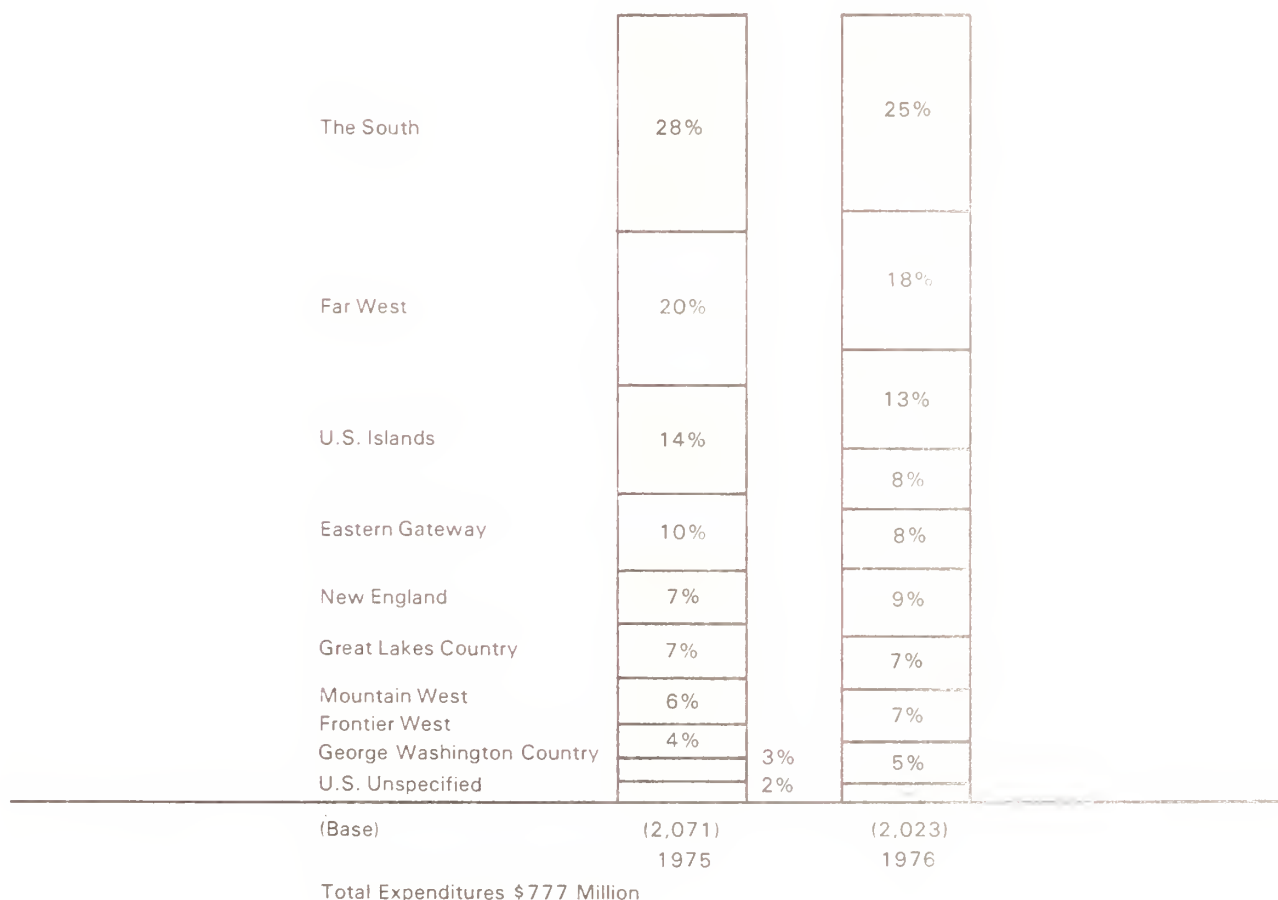
Probably because of the cost of travel to the U.S. Islands, that region's share of expenditures tends to be considerably greater than its share of trips. Specifically, 13% of all expenditures made by

Canadians vacationing in the United States were in the U.S. Islands, considerably higher than its 7% share of trips.

Conversely, the neighboring regions, most notably Eastern Gateway and New England recorded a much lower share of Canadian spending than Canadian trips. Their share of expenditures was at the 8% level, in comparison to share of trips at the 12% to 14% level.

Since 1975, there has been some change in the share of expenditures. The Frontier West, for example in light of its growth in travel from Canada, increase its share of expenditures from 4% to 7%.

Chart 5
CANADIAN VACATION EXPENDITURES



6. Expenditures Per Vacation Party

As would be expected given the disparity in share of trips and share of expenditures, the total amount spent by a vacation party differed significantly by regional destination.

As the following table illustrates, visitors from Canada to the U.S. Islands spent considerably more on average (\$1,634 per party) than did those destined to the continental U.S. Within the mainland destinations, vacationers to the Frontier West had the highest average expenditure (\$1,497) followed by the South (\$1,061) and the Far West (\$799). The closer regions of Eastern Gateway and New England each experienced an average spending of \$435 per vacation party from Canada.

Also in the following table are illustrated expenditures per day, per party, and per traveler, as well as average traveler expenditure in each region.

In terms of per capita trip expenditures the Frontier West recorded the highest with \$648 per capita, followed by the U.S. Islands with \$545 per capita.

The first column projects the share of Canadian expenditures by region discussed in the previous section. As can be seen, for instance, the 25% share of expenditures recorded by the South equates to an estimated \$249 million out of the total \$996 million spent in the U.S. by Canadian vacationers. Even for the least visited region in 1976, Frontier West, Canadians spent as much as \$75 million in that region in 1976.

TABLE 1
CANADIAN VACATION EXPENDITURES IN THE UNITED STATES IN 1976

	Regional expenditures (\$ millions)	Total trip expenditures per vacation party	Daily trip expenditures by vacation party	Per capita expenditures for trip	Daily per capita trip expenditures
The South -----	\$ 249 (25%)	1,061	63	375	22
Far West -----	183 (18%)	799	66	308	25
U.S. Islands -----	127 (13%)	1,634	95	545	32
Great Lakes Country -----	85 (9%)	677	54	277	22
New England -----	18 (8%)	435	50	158	18
Eastern Gateway -----	77 (8%)	435	50	158	18
Frontier West -----	75 (7%)	1,497	69	648	30
Mountain West -----	72 (7%)	763	55	302	22
George Washington Country -----	49 (5%)	721	48	277	18
U.S. Unspecified -----	1 (*)	—	—	—	—
Total U.S. -----	996 (100%)	770	62	283	23

Less than 1%

7. Expenditure By Type of Traveler

The following lists the types of vacationers and vacation trips which had an above average per capita trip expenditure in 1976. The overall average per capita trip expenditure for the United States was \$283 in 1976.

Destination:

Frontier West	\$648
U.S. Islands	\$545
The South	\$375
Far West	\$308

Residence:

British Columbia	\$323
Prairies	\$292
Ontario	\$286

Age:

30-39 years	\$402
40-49 years	\$316

Language spoken:

English Canadians	\$297
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Occupation of Head of House:

Professional/sales/white collar	\$343
Retired/pensioned	\$322

Education Completed:

University	\$368
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Purpose of Trip:

Those staying at a vacation spot	\$318
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Winter Travelers:

Staying at a vacation spot	\$399
Sightseeing away from cities	\$391
Visting friends and relatives	\$357

Mode of Transport:

Plane	\$407
-------------	-------

Length of Stay in U.S.:

18 nights or over	\$557
12-17 nights	\$601

B. TRAVELER CHARACTERISTICS

This section presents a brief analysis of the following demographic characteristics of 1976 Canadian vacation travelers to the United States: province of residence; residence of auto vacationers; residence of air vacationers; size of community of residence; language spoken; type of dwelling occupied/ownership; sex; age; marital status; education; occupation; family income; and family composition.

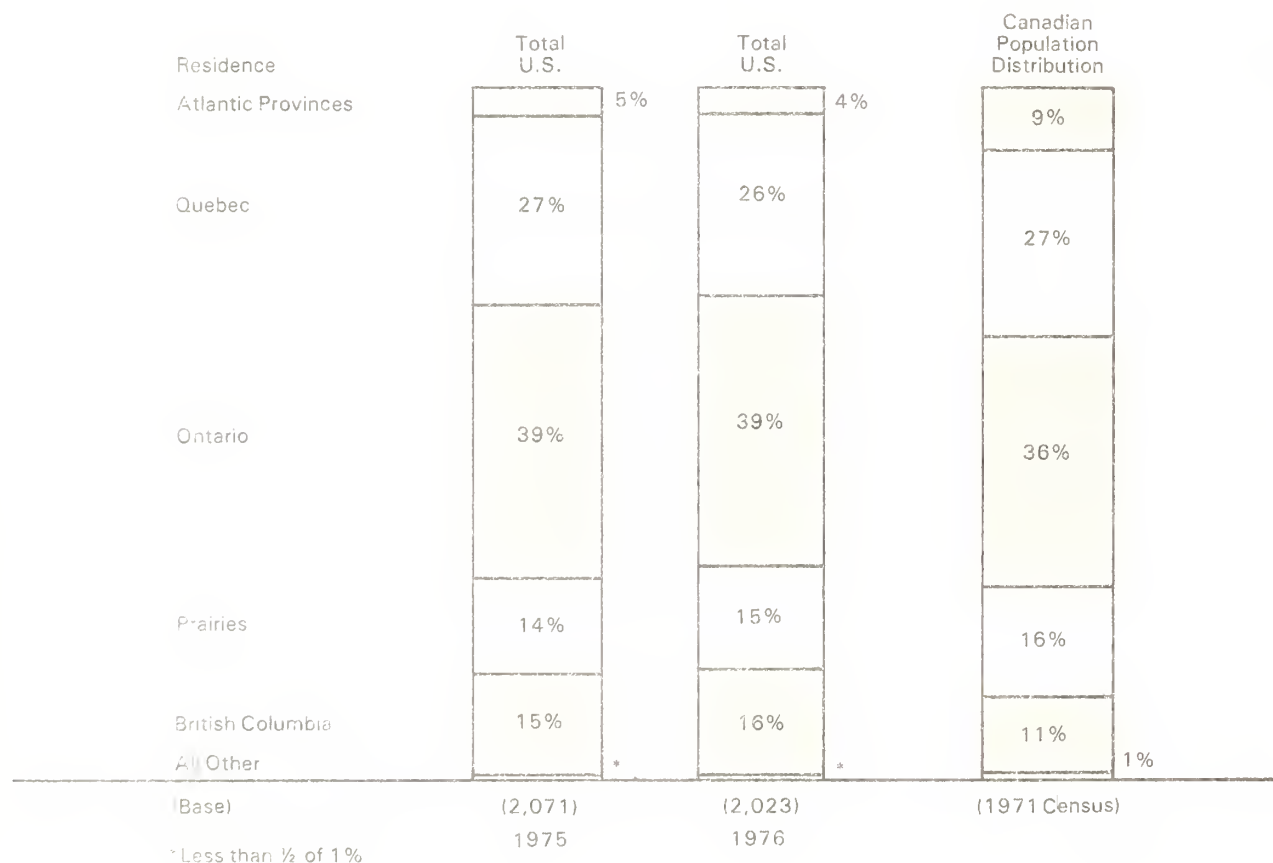
1. Residence of Canadian Vacationers

The origin of Canadian vacationers to the United States did not change significantly between 1975 and 1976. The major source of visitors is the Province of Ontario, contributing 4 out of 10 (39%) of all vacationers from Canada. Next in importance was Quebec accounting for 26%. British Columbia provided a 16% share and the Prairie Provinces 15%.

combining for a Western Canada total of 31%. The Atlantic Provinces, although representing 9% of the Canadian population, contributed only 4% of Canadian visitors to the U.S. Comparing the population distribution to share of visitors to the United States reveals that the incidence of vacation travel to the U.S. was higher in British Columbia and Ontario than elsewhere.

As would be expected, the origin pattern differed considerably for each region within the United States. For example, the Far West Region depends to a great extent on British Columbia for its vacationers, while The South relied much more on Ontario. These regional figures are available in the regional reports (Volume 2 to 10). The appendix to this volume also provides statistics for each specific region.

Chart 6
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY RESIDENCE

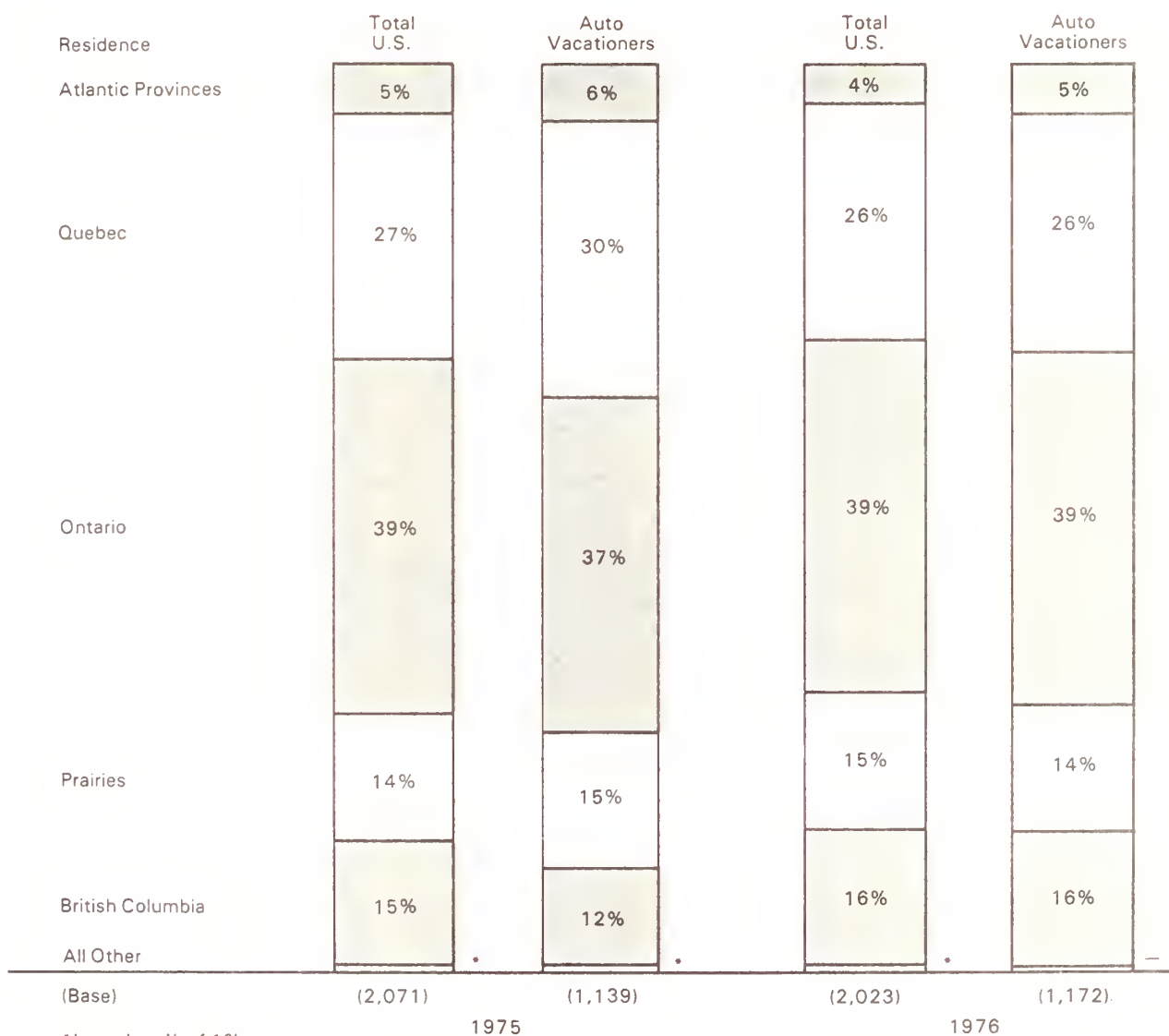


2. Residence of Auto Vacationers

Ontario was again the greatest source for Canadians driving to the U.S. in 1976. That Province contributed 39% of all parties traveling by car—identical to its share of all U.S. vacationers from Canada. Quebec was next in importance accounting for 26%, and together with Ontario, both Central Canada provinces account for as many as 65% of all auto vacationers from Canada.

Since 1975, Ontario has increased its share of the auto market marginally (from 37% to 39%), while Quebec is slightly less important (around 30% in 1975 to 26%). Neither of these changes, however, is likely to be significant for marketing purposes.

Chart 7
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY RESIDENCE OF AUTO VISITORS

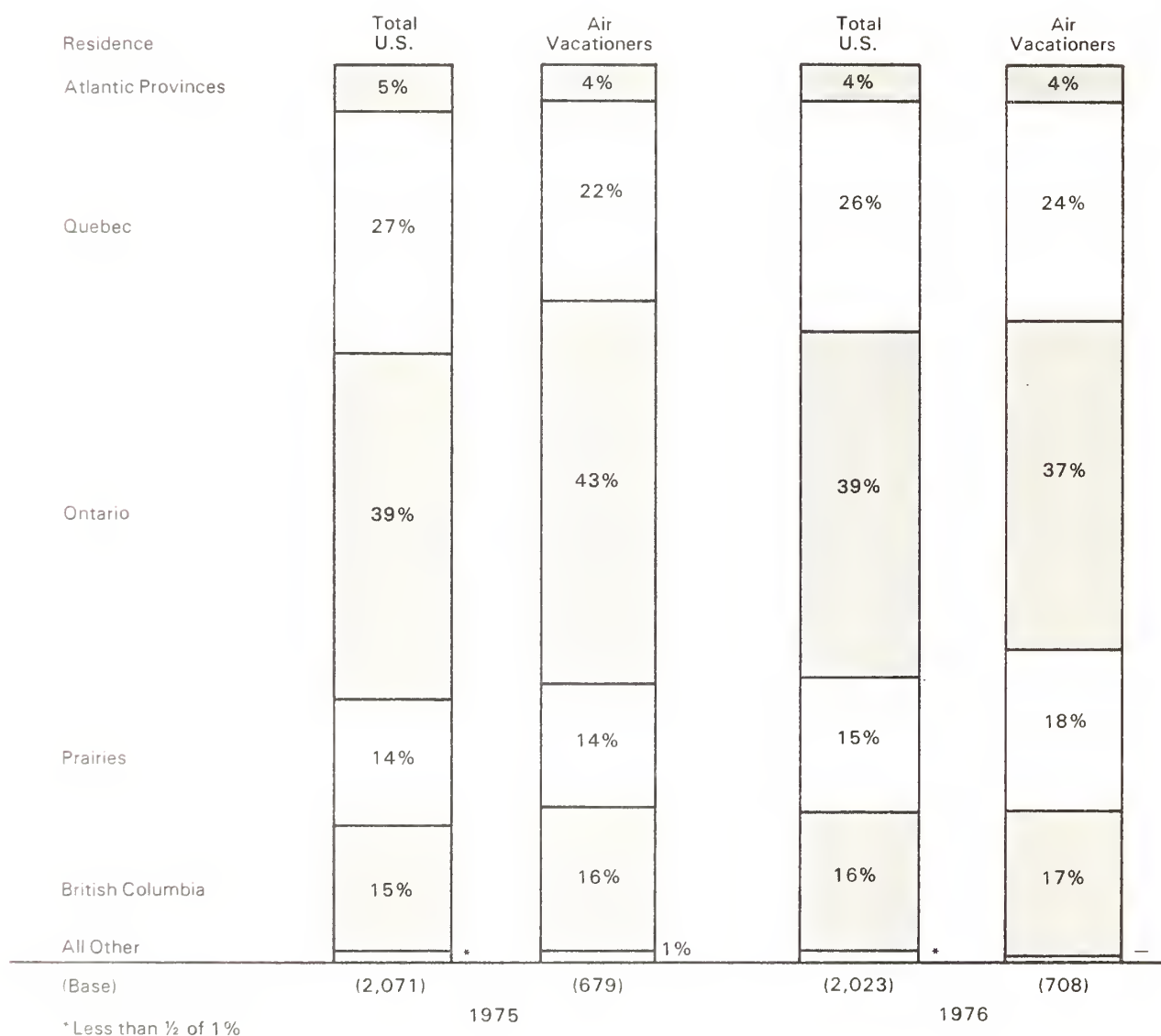


3. Residence of Air Vacationers

Although more air travelers to the United States in 1976 were from Ontario than from any other province (37%), its share is not as great as it was in 1975 (when it was 43%). Increasing in importance among air travelers were residents of the Prairie Provinces—in 1976 accounting for 18%, up from

14% in 1975. Other provinces have essentially maintained their 1975 share: Quebec with 24%, up from 22%; British Columbia at 17%, compared with 16%; and the Atlantic Provinces remaining at 4% both years.

Chart 8
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY RESIDENCE OF AIR VISITORS

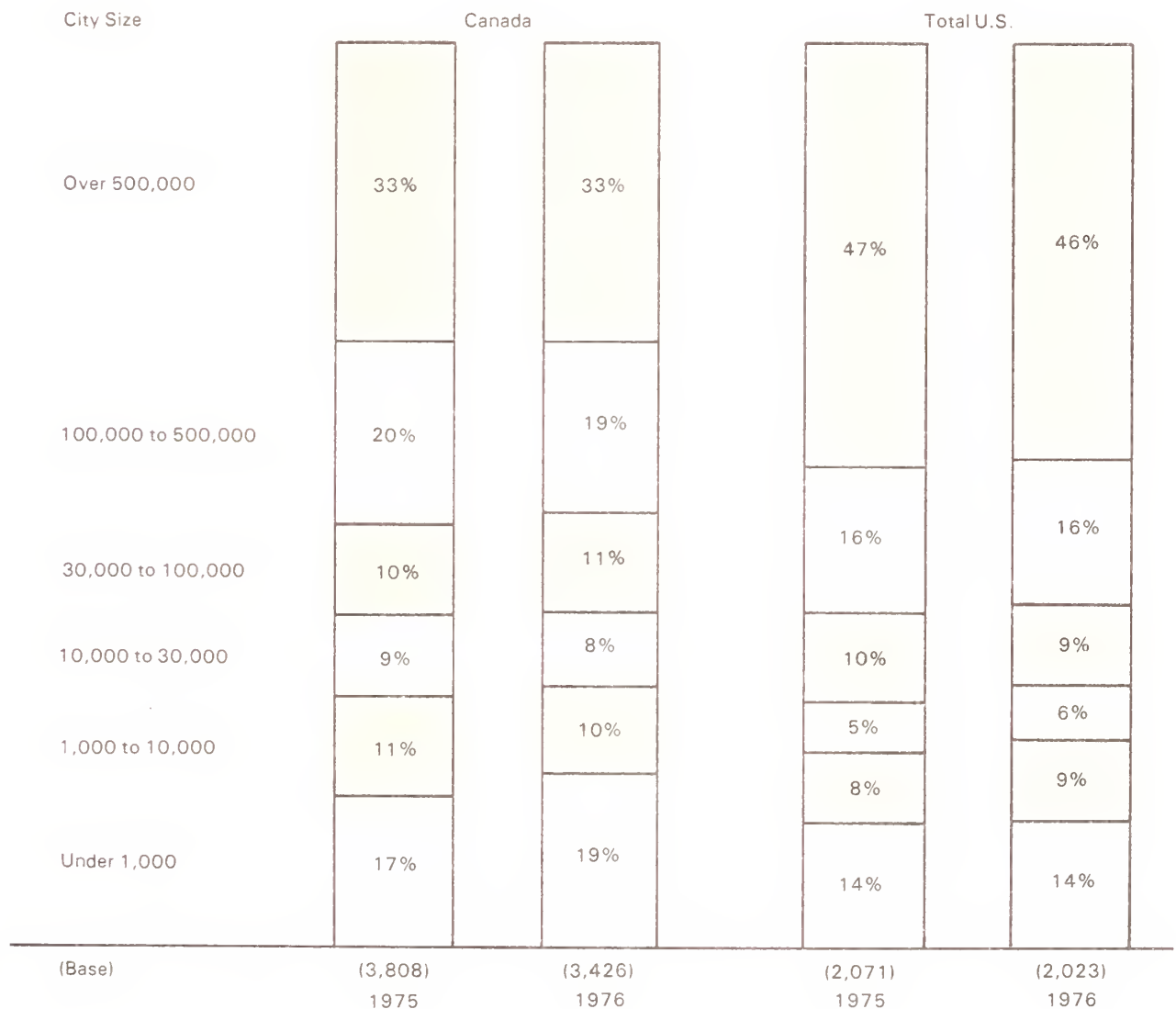


4. Size of Community of Residence

It is significant to note that Canada has only four cities of 500,000 population and over (Toronto, Montreal, Vancouver, and Winnipeg), yet they accounted for nearly half of all vacationers to the United States in 1976 (46%). The next city population category, 100,000 to 500,000, accounted for only 16%, while those 30,000 to 100,000 contributed 9%, 10,000 to 30,000, 6%, and the broad base of towns of rural areas under 10,000, 23%.

Compared with the origin of those who vacationed within Canada in 1976, the U.S. was much more successful among the four largest cities than was Canada. Compared with the 46% share for the U.S., the comparable share for Canadian trips from those cities was 33%.

Chart 9
CANADIAN VACATION TRIPS TO THE U.S. IN 1976
BY SIZE OF COMMUNITY OF RESIDENCE



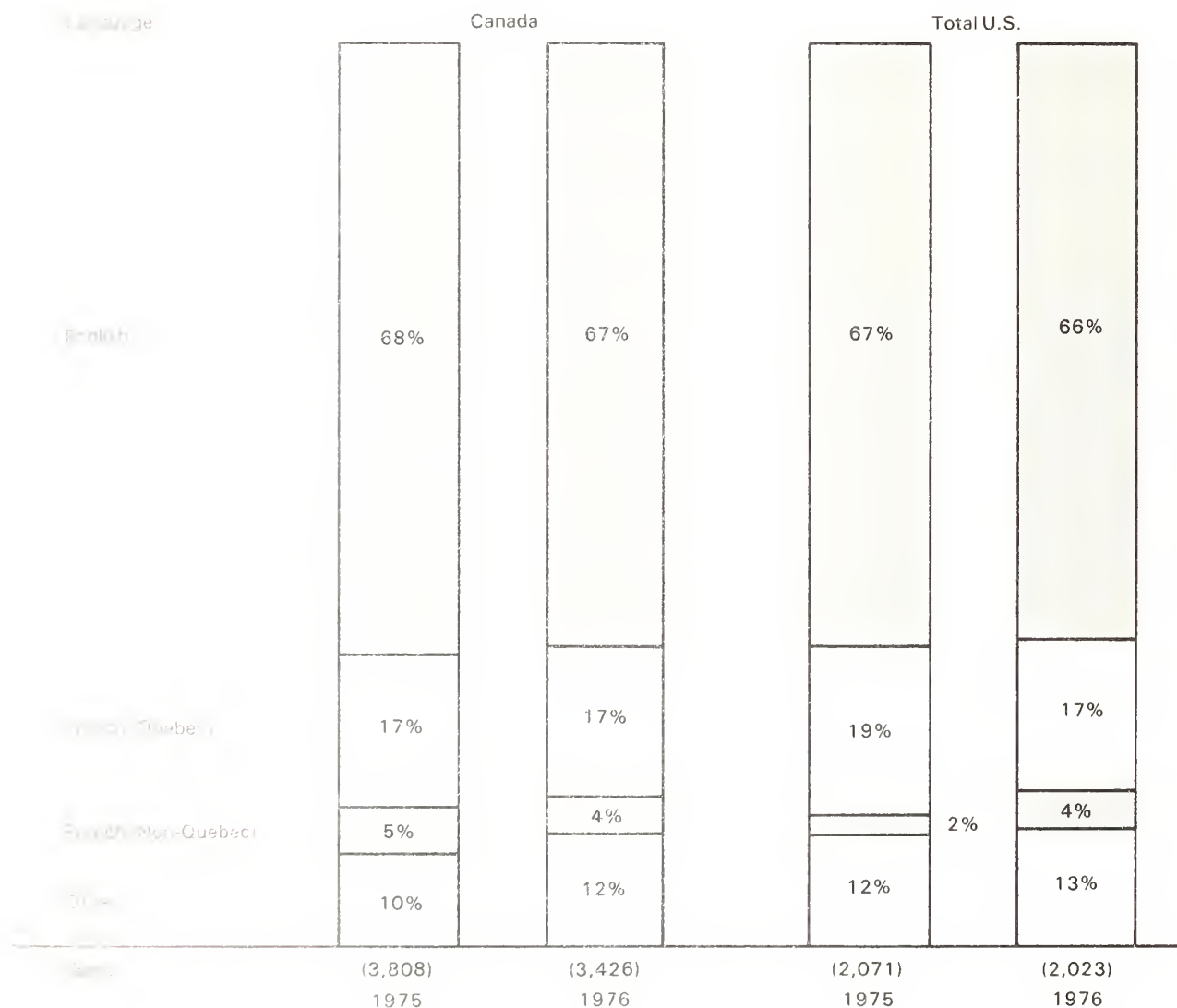
5. Language Spoken

Of over 100,000 Canadian vacationers to the United States who were able to speak English, a total of 21% had English as their mother tongue and another 13% had a foreign language as their first language. The

majority, however, considered English to be their first language.

Similarly, the first language of those vacationing within Canada in 1976 fell into the same proportions.

Chart 10
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY LANGUAGE SPOKEN



6. Type of Dwelling Occupied/Ownership

For the most part, Canadians who visited the United States in 1976 tended to live in single or semi-detached houses (66%), with only a minority living in apartments (18%) or row houses (13%). Further, two out of three (65%) owned their own homes. This situation has not changed significantly since 1975.

Compared with Canadians who vacationed in Canada, the United States appears to have been more successful in attracting apartment-dwellers—representing 18% of visitors to the U.S. in 1976 in contrast to 13% among those on domestic vacations. However, aside from that minor difference, the character of the U.S.-and-Canada-destined vacationer in terms of type of residence was virtually the same.

Chart 11
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY TYPE OF DWELLING

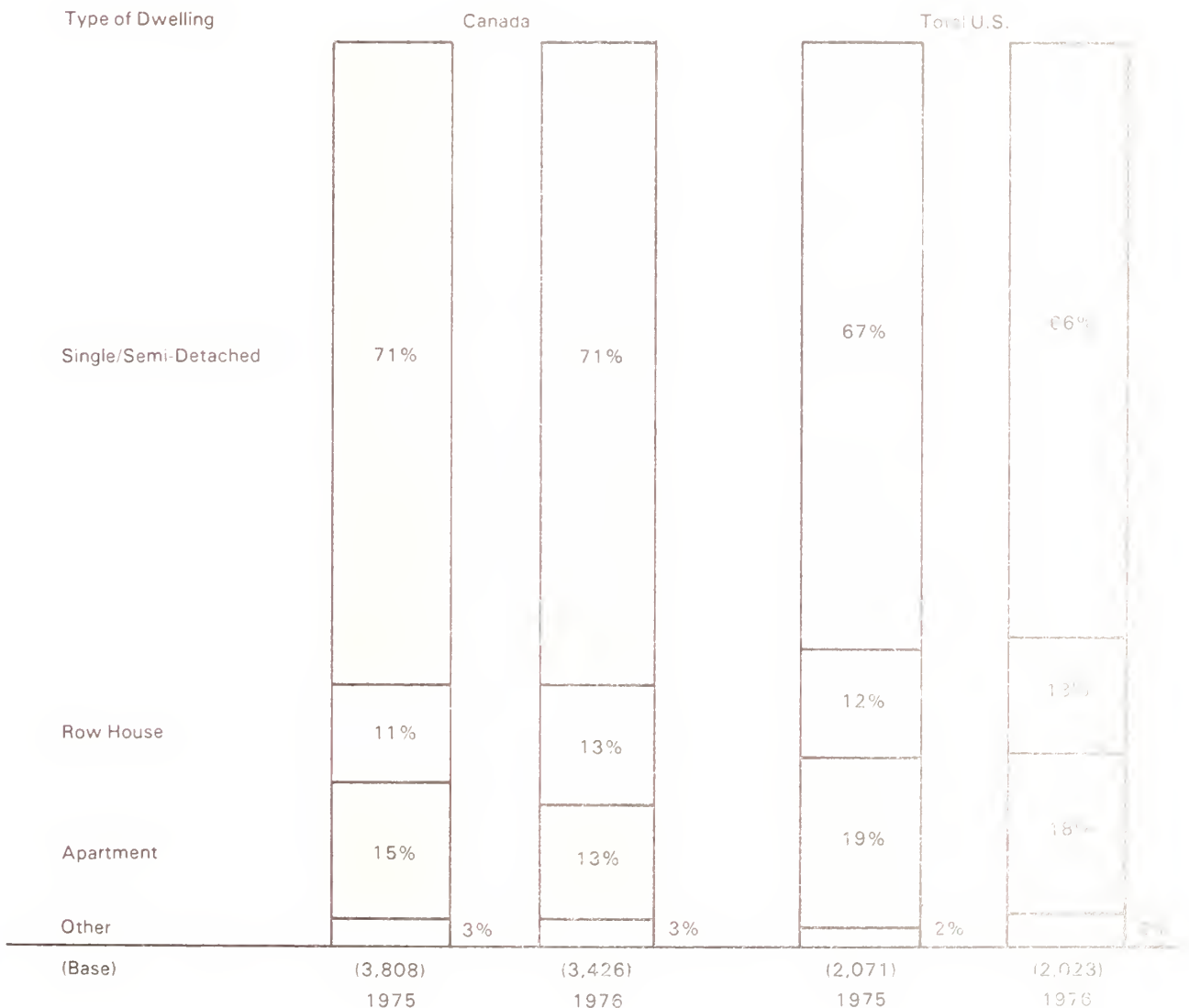
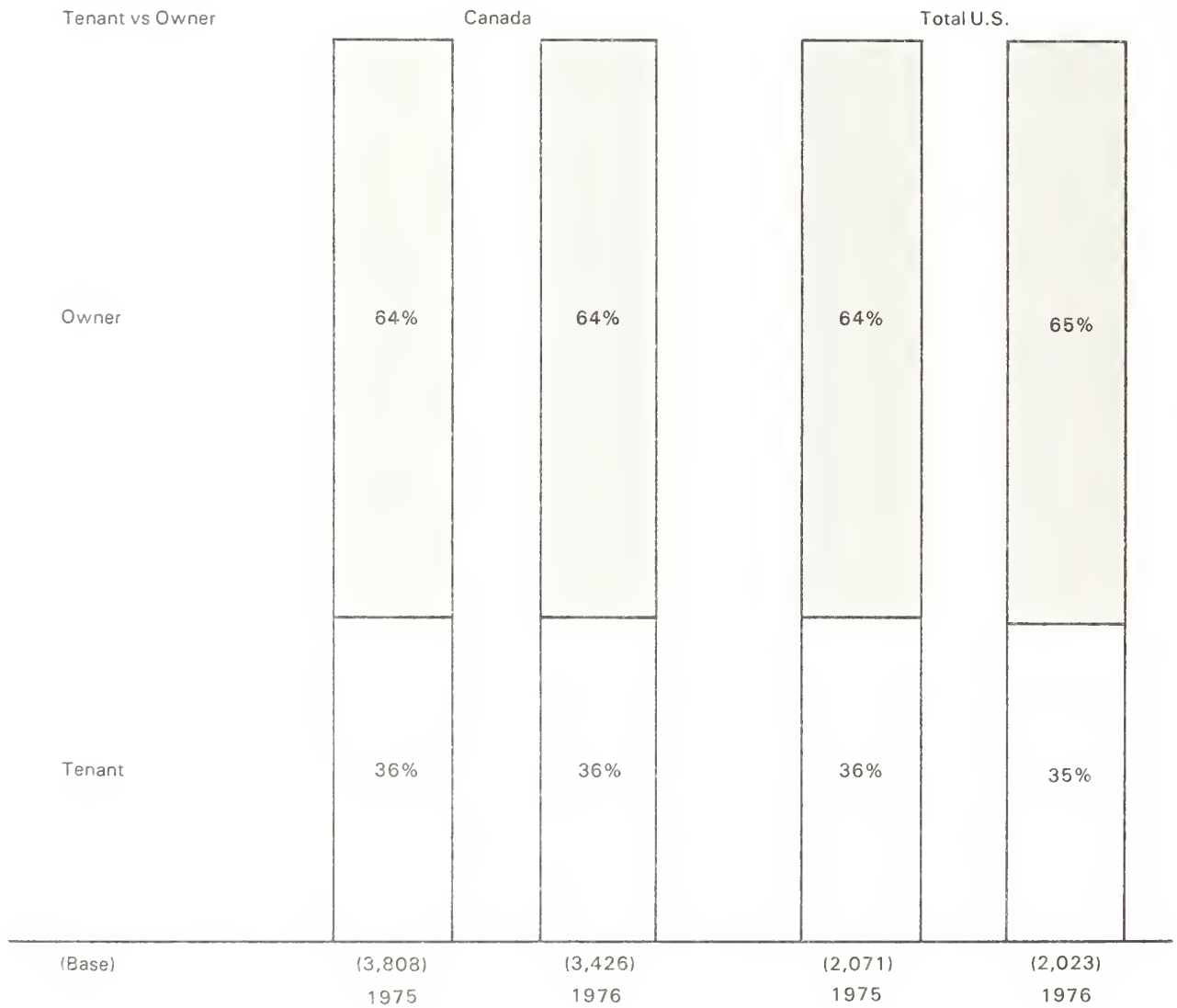


Chart 12
**CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
 BY DWELLING OWNERSHIP**

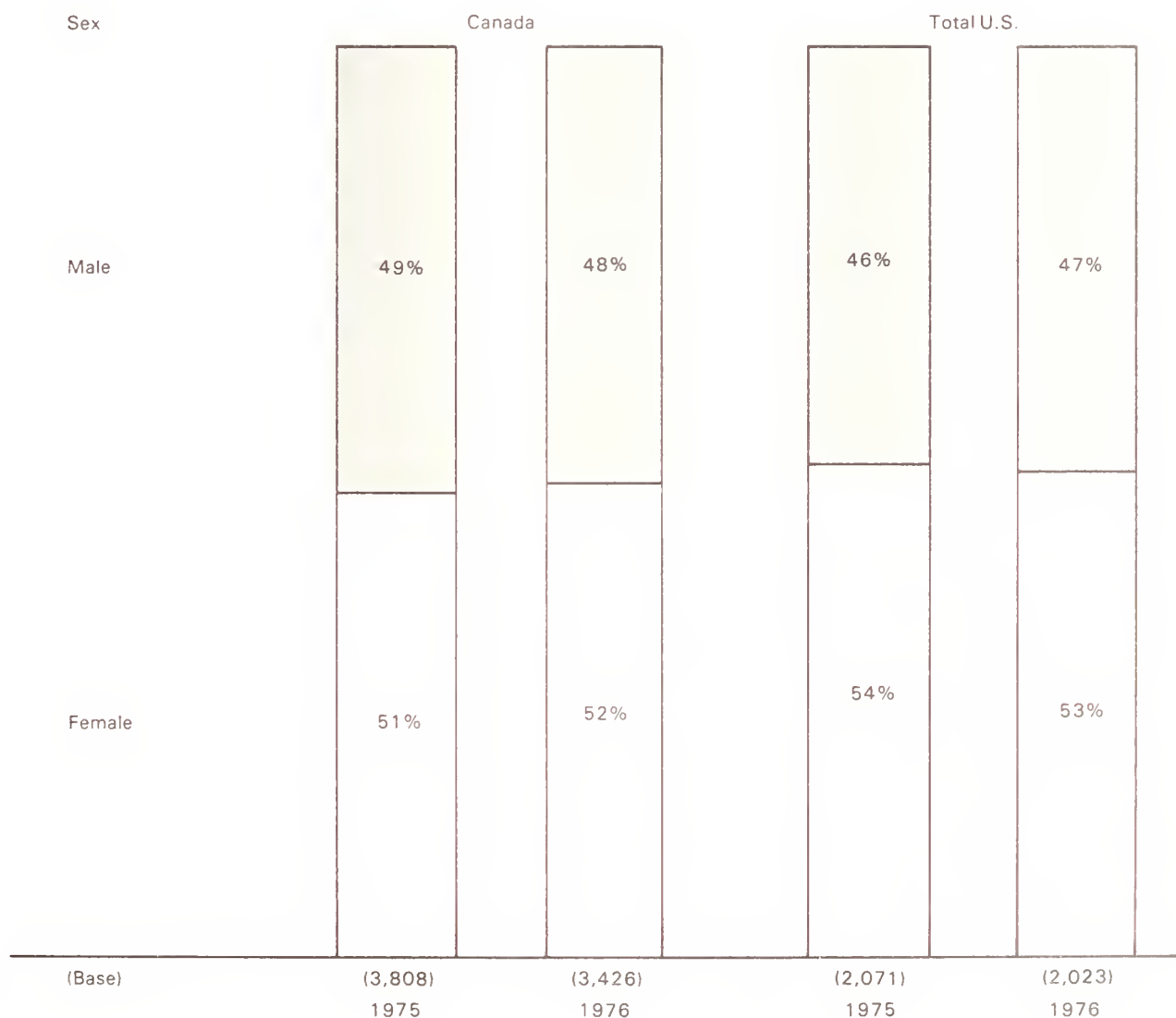


7. Sex

A United States vacation was really of no greater appeal to men than to women in 1976. In total, 47% of Canadians vacationing in the United States in

1976 were men and 53% women. This ratio has not changed since 1975 and is virtually identical to the ratio of those vacationing in Canada.

Chart 13
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY SEX



8. Age

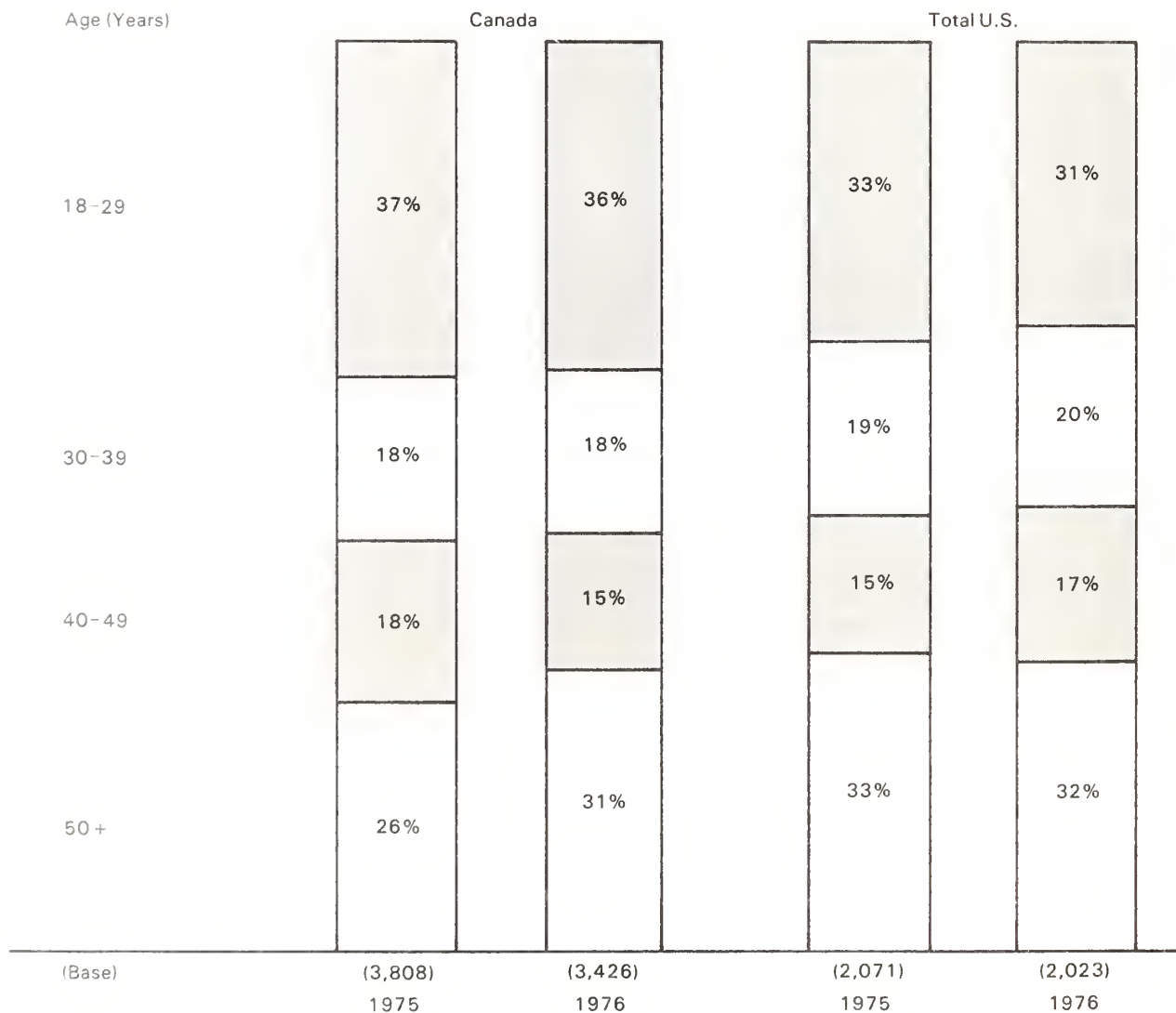
Those who vacationed in Canada in 1976 tended to be slightly younger than those destined to the United States. Specifically, 36% of domestic travelers were age 18 to 29 compared with 31% vacationing in the United States.

The age of U.S.-destined vacationers tended to be

spread fairly evenly throughout all age groups. For instance, 20% were in their 30's, 17% in their 40's, and 32%, 50 years of age or over.

Very little change has occurred between 1975 and 1976 in the age distribution.

Chart 14
**CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY AGE**

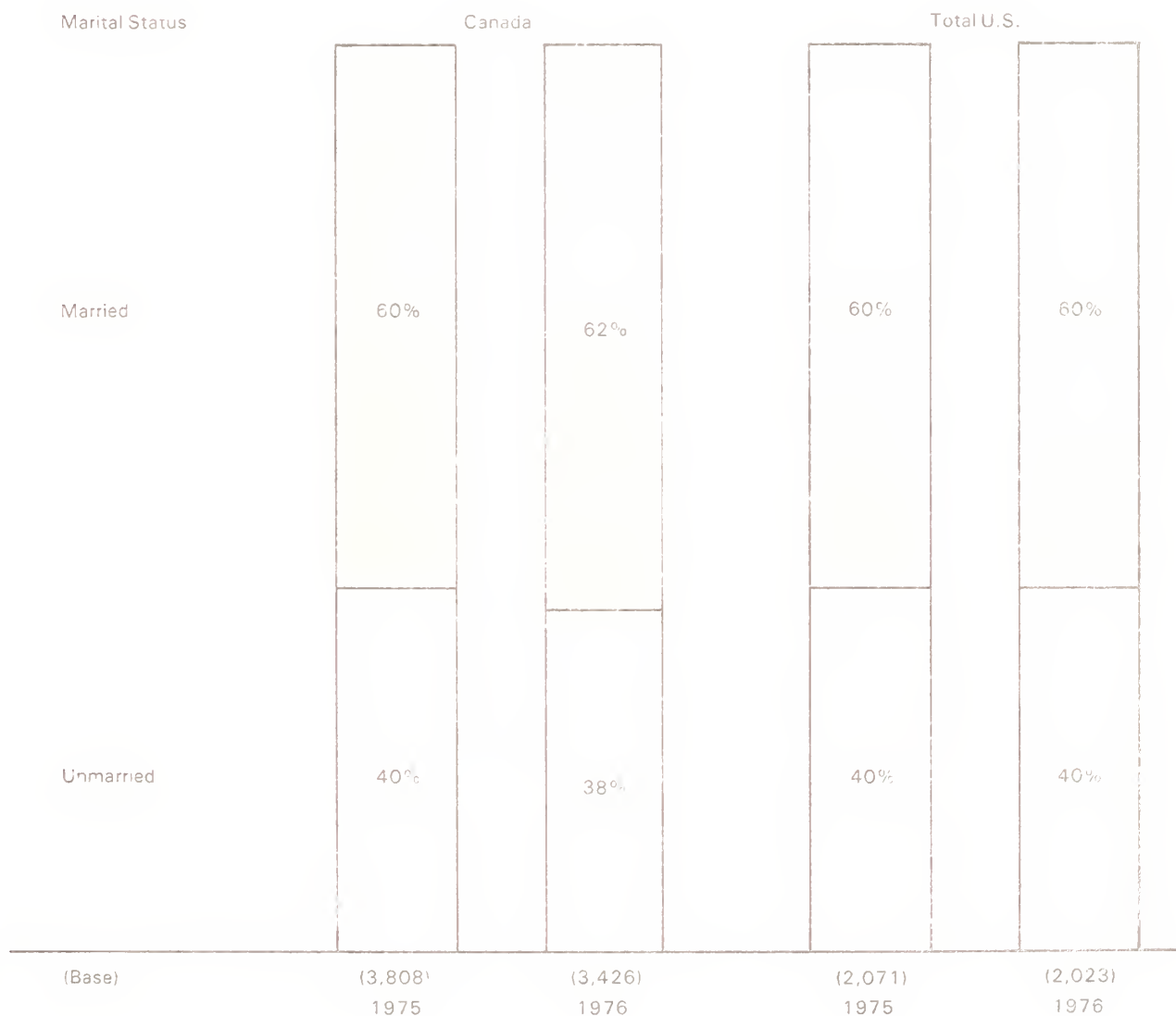


9. Marital Status

The marital status of Canadian vacationers to the United States has remained relatively constant for the past few years. In 1974, 59% were married, in 1975, 60% and in 1976, again 60%. Those vacationing in Canada tended to have a slightly higher

ratio of married to un-married persons (62% to 38%) which, in conjunction with figures on family composition, suggest that Canada is more appealing to Canadian families than is the United States.

Chart 15
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY MARITAL STATUS



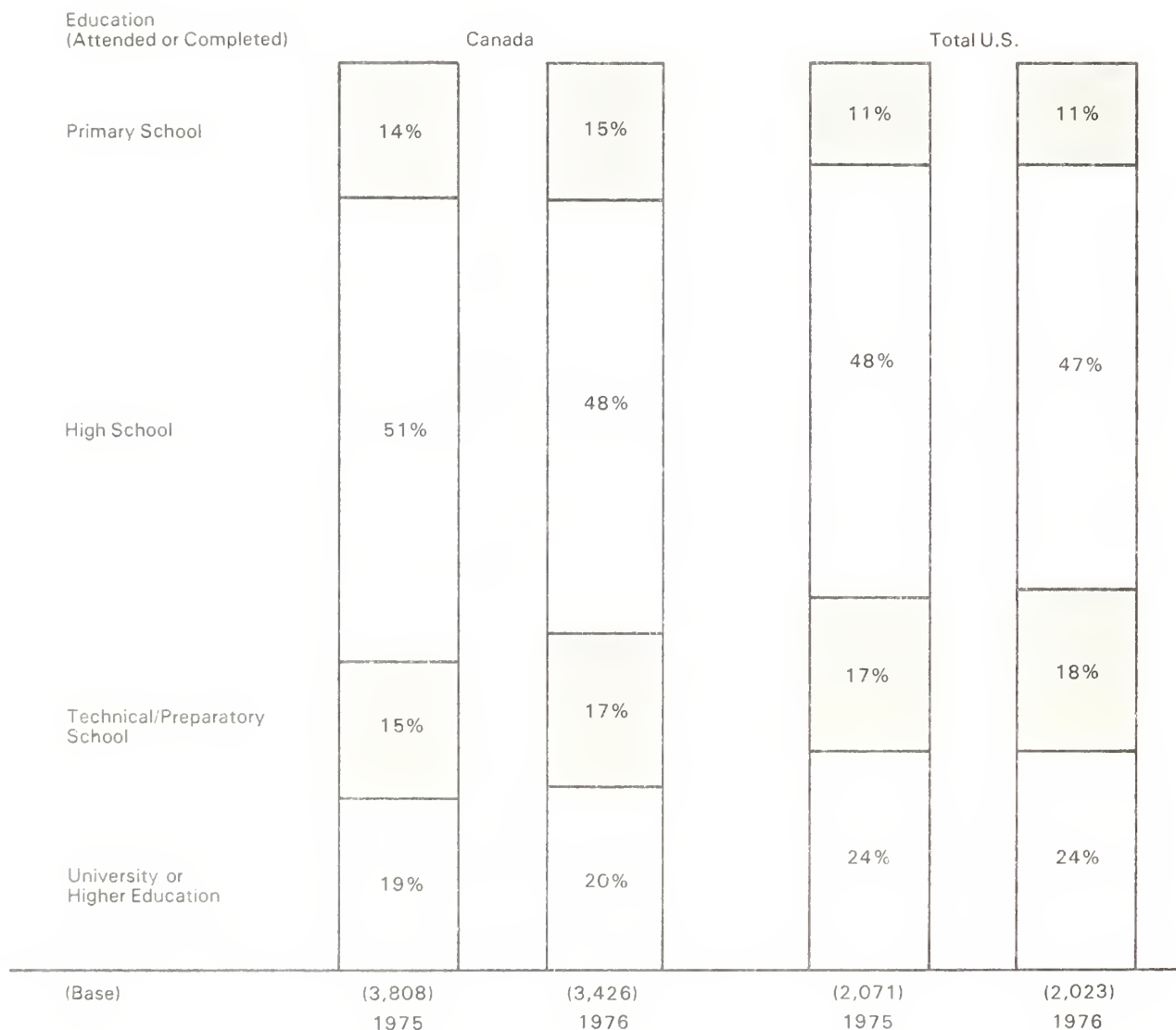
10. Education

Canadians who vacationed in the United States in 1976 tended to be better educated than those who traveled within Canada. However, the majority, 58%, did not extend their formal education beyond highschool. Specifically, 11% did not go beyond primary school, 47% completed high school, while 18% attended or completed technical school, 24% took at least one year of university. In contrast, only

20% of those vacationing within Canada attended or completed university and 17% technical school.

No change has occurred in the educational level of Canadians vacationing in the U.S. since 1975. However, the educational level of those vacationing in Canada has improved to some extent since 1975, reducing the disparity between those vacationers in each of two countries.

Chart 16
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY EDUCATION

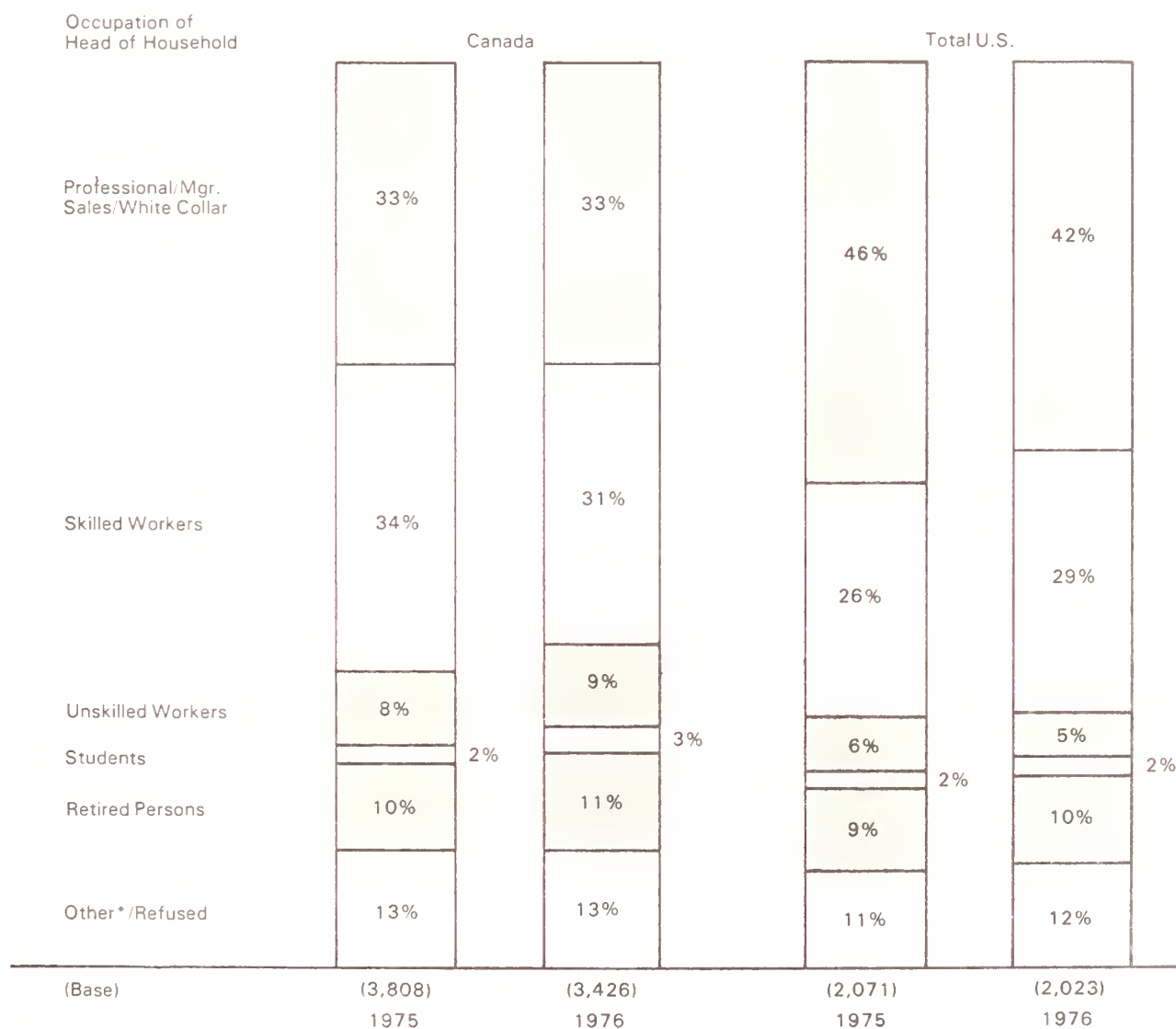


11. Occupation of Head of Household

White-collar workers, including professional people, managers and sales personnel, represented the largest segment of Canadians vacationing in the United States in 1976 (42%). The next largest group was skilled workers, accounting for 29%. Among the others, retired persons represented more than (10%), un-skilled workers, 5%, and students accounted for a small minority (2%). This pattern has not changed appreciably since 1975.

Unskilled workers tend to be more interested in taking their vacations within Canada. Among those staying within the country were unskilled workers. In further contrast to the U.S. vacationer, only 33% of Canada's vacationers were professional, managerial, sales, or clerical workers.

Chart 17
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY OCCUPATION OF HEAD OF HOUSEHOLD



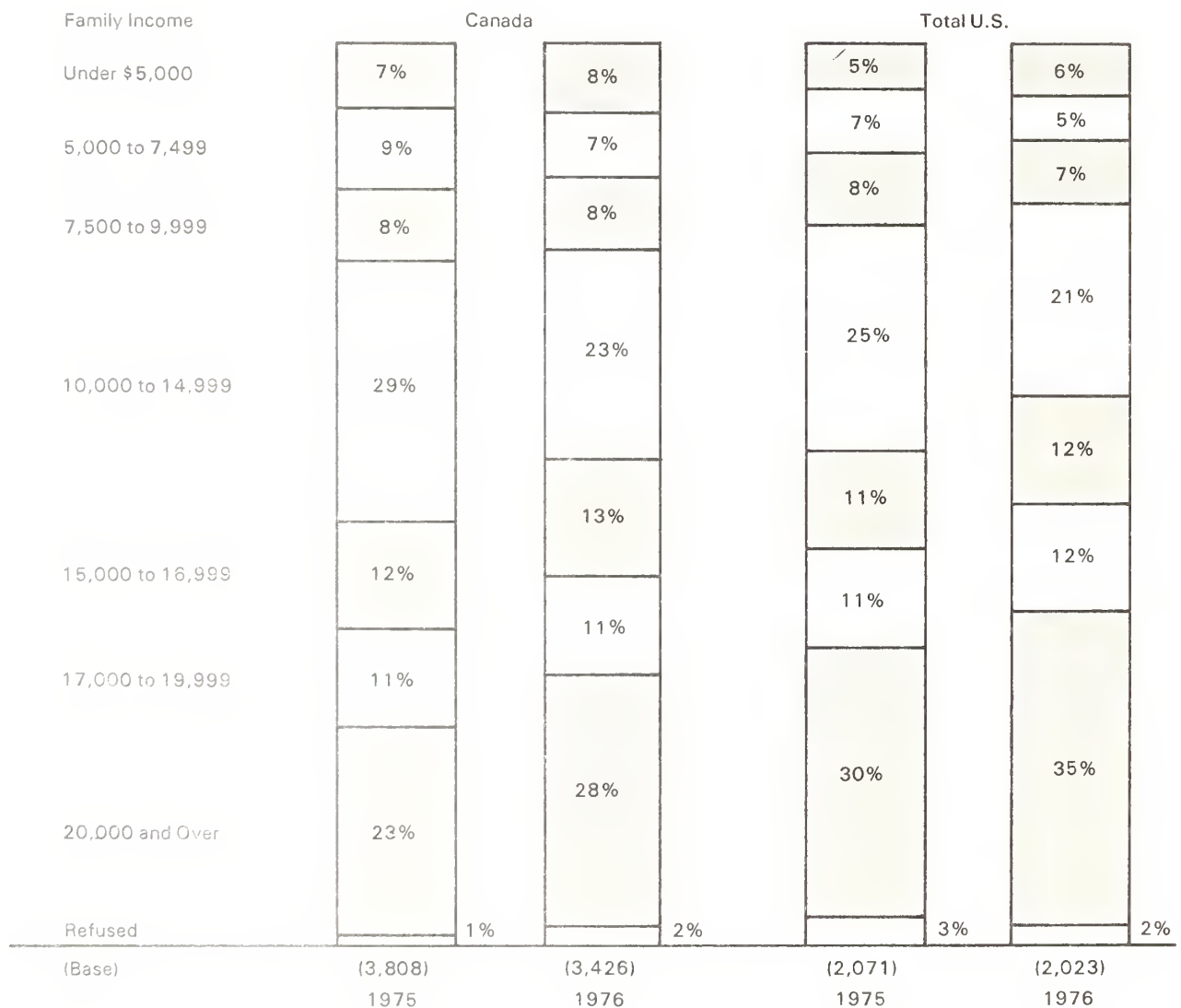
* Primarily includes housewives and farmers

12. Family Income

Canadians vacationing within the U.S. in 1976 had higher family incomes than did those who traveled within Canada, mirroring earlier indications that the U.S. visitor is more up-scale than those who prefer domestic vacations. Specifically, as many as 35% of Canadians vacationing in the U.S. earned family incomes of \$20,000 and over in 1976, while only, 28%, who traveled in Canada earned over \$20,000 per year.

Incomes varied to quite an extent, depending on the region of destination within the U.S. For example, those traveling to The South and to the U.S. Islands tended to be somewhat more up-scale. Typically, the greater the distance traveled, the higher the income tends to be. The appendix to this report and Volumes 2 to 10 illustrate regional income patterns.

Chart 18
**CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY FAMILY INCOME**

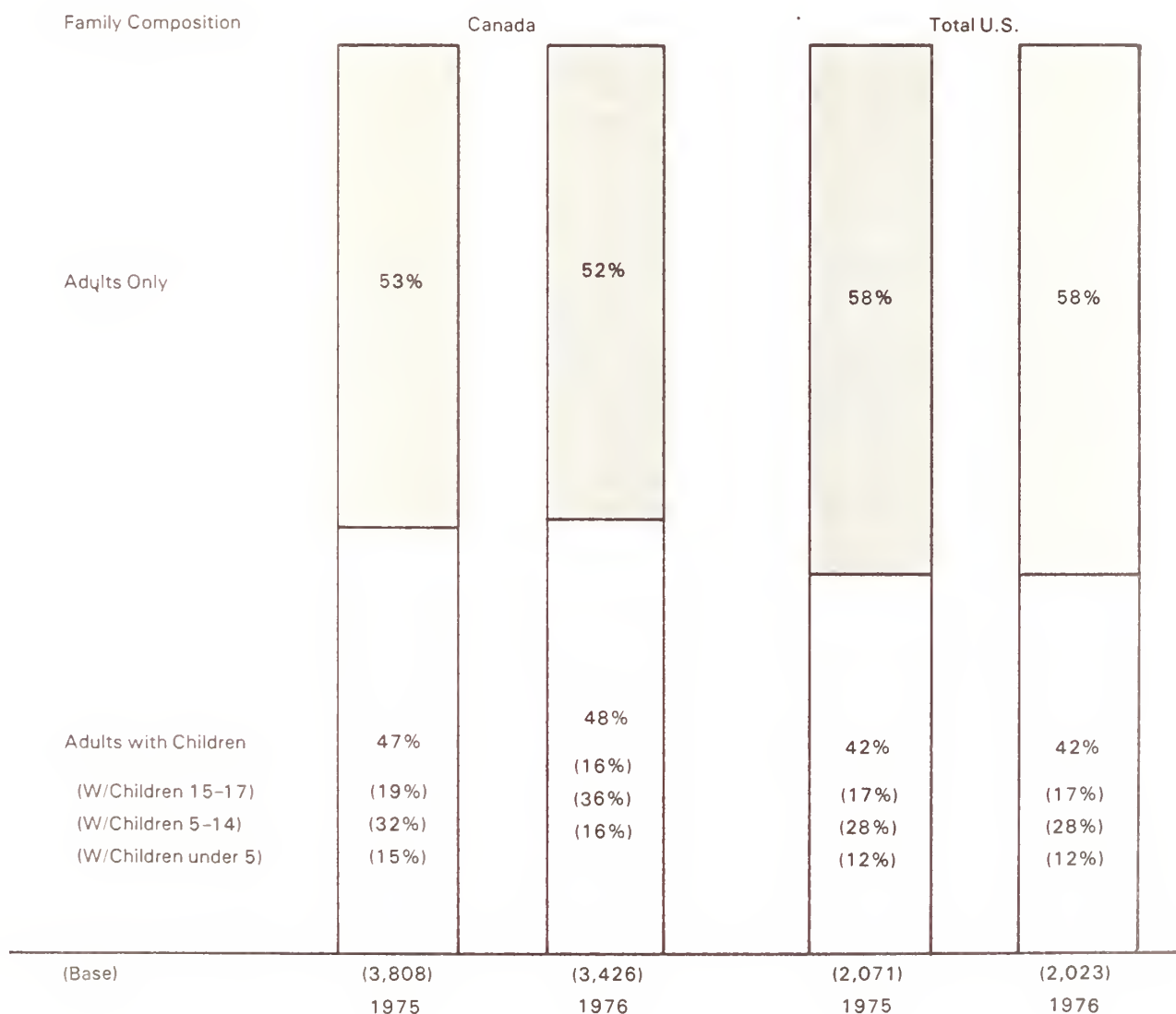


13. Family Composition

The United States continues to attract Canadians without children. In 1976, as many as 58% had no children living at home, identical to the level in 1975. In contrast, those traveling within Canada tended more often to have young children. Only 52% had no children living at home and as many as 36% had children between the ages of 5 and 14 and 16% under 5.

Again, there are many regional differences. For example, nearby regions such as New England and Great Lakes Country were far more popular to Canadians with children than were more distant regions including the South, the Islands, and George Washington Country.

Chart 19
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY FAMILY COMPOSITION



C. TRIP CHARACTERISTICS

Presented in this section are analyses of the following characteristics of 1976 Canadian vacation trips to the U.S.: purpose of trip/party size; main mode of transport; destination by mode; use of package tours; seasonality; accommodation; length of stay; use of travel agent; decision lead-time; favorable impressions of the U.S. and unfavorable impressions of the U.S.; and perceptions of the cost of travel to the U.S.

1. Purpose of Trip/Party Size

Vacation spots in the United States were very popular among Canadians in 1976. As many as 44% chose a U.S. vacation area in that year. However, sightseeing which generally involves more "touring" was also very common. In total, 26% chose to sightsee and take part in activities in U.S. cities and towns, while 17% selected the same activity in the countryside. One other very common motivation for traveling to the United States for Canadians was to visit friends or relatives, by one in three.

The reasons that Canadians travel within their own country are quite different from those for traveling in the U.S. The following table illustrates this very clearly. As can be seen, to visit a friend or relative was a far more common reason for traveling within Canada.

Conversely, "resort" type vacations available in Canada did not have nearly the same appeal as they did in the United States (26% vacationing in Canada "spent some time in a vacation spot", compared with 44% in the U.S.). Further, Canadians would rather sight-see in U.S. cities than in cities within their own country while on vacation (15% did so in Canada, while 26% spent time in U.S. cities).

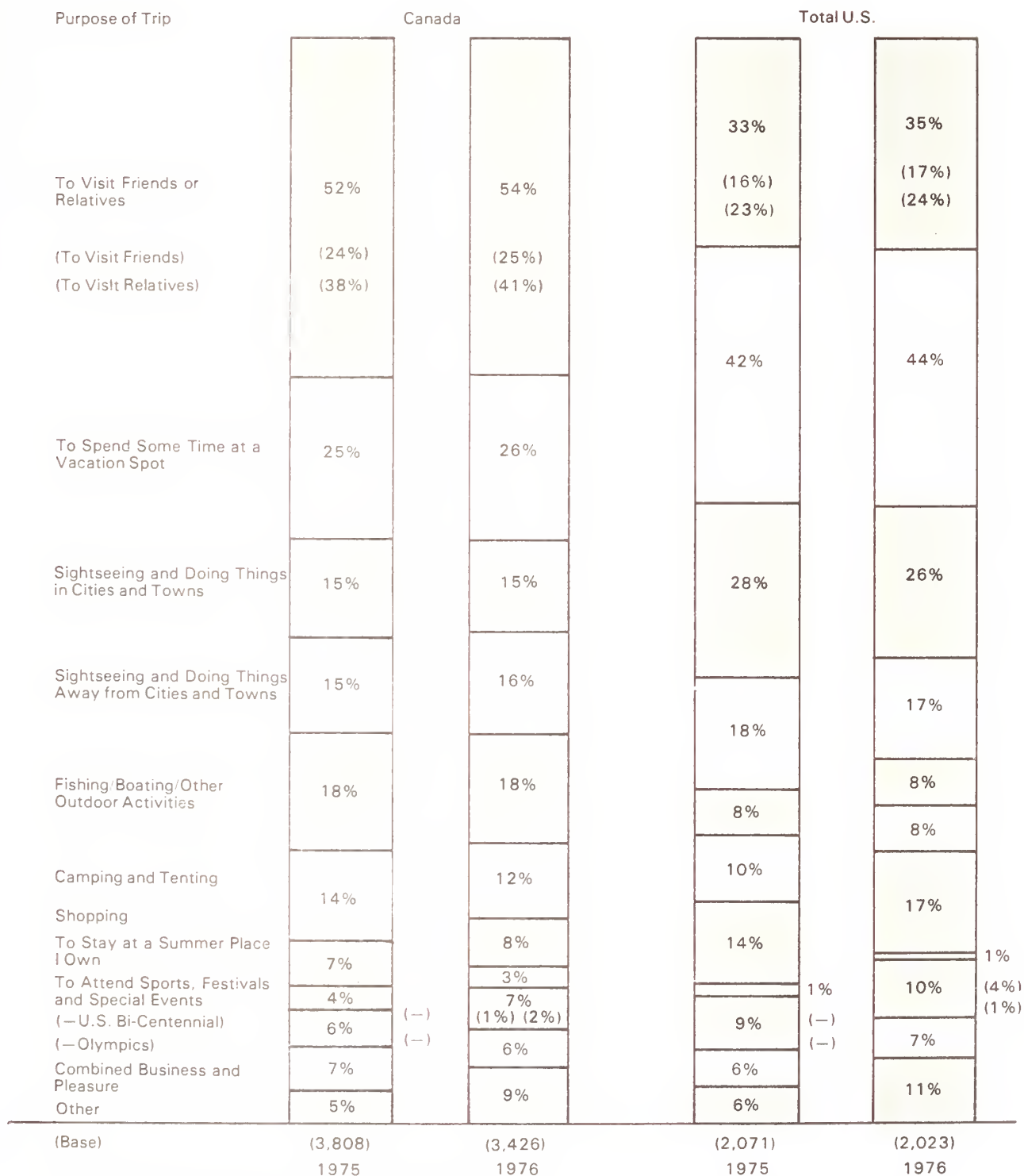
Undoubtedly related to the greater interest in American cities was the much higher rate of shopping among those vacationing in the U.S. in 1976. Specifically, shopping was the major reason for travel to 17% vacationing in the U.S., compared with only 8% among those vacationing within Canada.

As might be expected, fishing, boating and other outdoor activities were more common reasons for travel in Canada than in the U.S. (18% for Canada, compared with 8% for the U.S.). Camping and tenting was also higher in 1976 (12% among Canadian vacationers, compared with 8% among visitors to the U.S.).

The U.S. Bicentennial did not register as a major reason for vacationing in the United States in 1976. Only 4% cited that reason as their main reason for travel to the U.S. However, it is quite possible that the general level of festivity and activity in that year did play a greater role in attracting Canadians than would be registered in a question dealing with "main reason for travel".

Reasons for travel to the U.S. have not changed appreciably since 1975, with one exception. More and more Canadians appear to be vacationing in the United States primarily to shop. In 1976, the proportion traveling primarily for that reason was 17%, up from 14% in 1975 and in fact up from a much lower level of 7% in 1974. A major reason for this is discussed in a later section of this report dealing with Canadians' perceptions of the comparative costs in the U.S. compared with Canada. The costs of goods and service are considered to be much lower in the United States than in Canada by most Canadians.

Chart 20
CANADIAN VACATION TRIPS TO THE U.S. IN 1976
BY PURPOSE OF TRIP



Note: Totals add to more than 100% due to multiple responses

2. Mode of Transportation

In spite of the appeal of The South and Far West regions and the growing interest in the U.S. Islands, the United States continued to be primarily a driving destination in 1976. As many as 54% chose to travel in their own automobile in that year—identical to 1975.

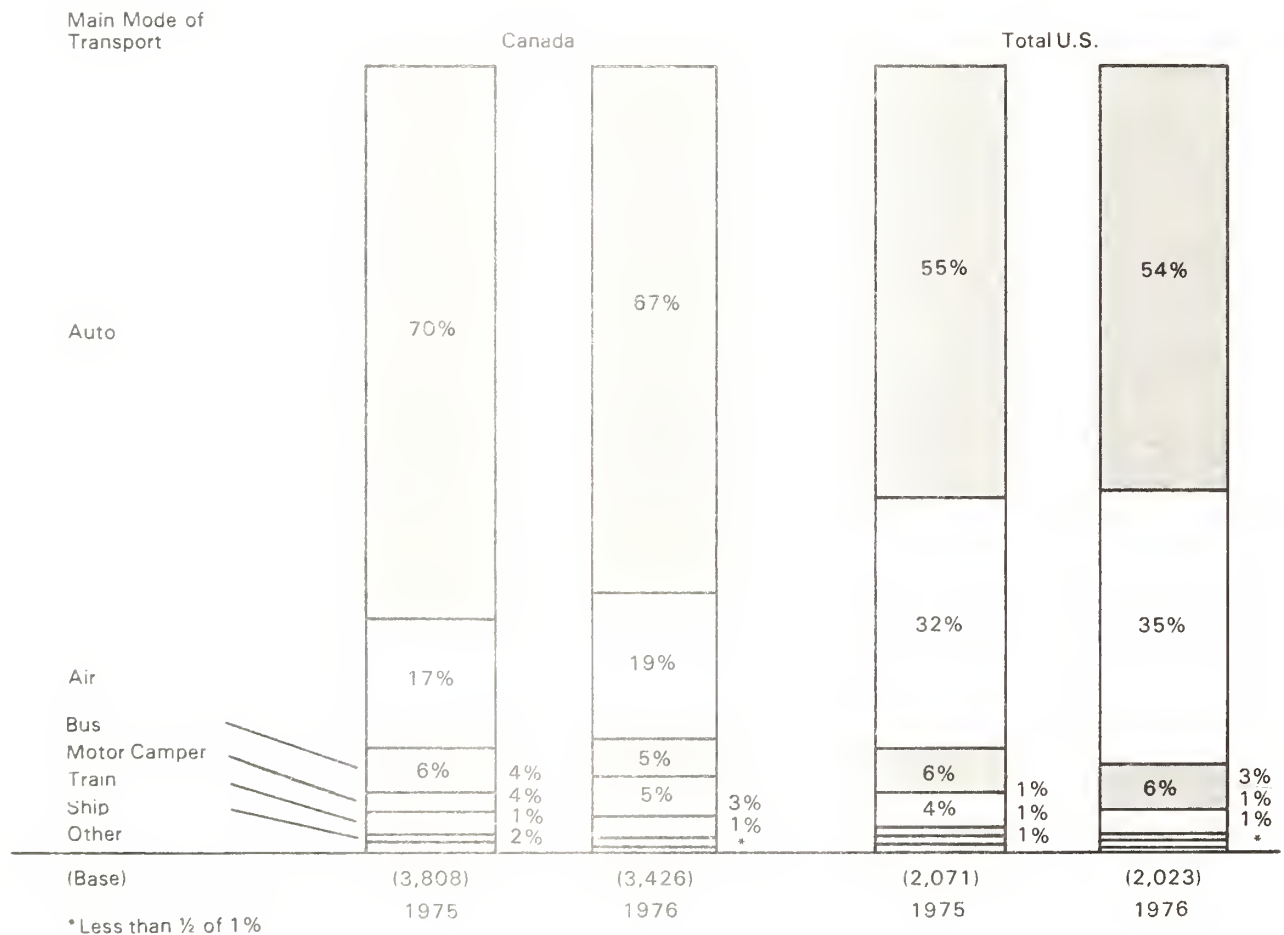
The proportion flying to the United States has fluctuated somewhat over the past few years. For example, in 1973, fewer than 30% traveled by air. This grew to 39% in 1974, undoubtedly due to concerns of automobile fuel shortages, and then dropped to 32% in 1975. In 1976 the level began to climb again, to 35%.

Only very small minorities traveled by any other types of public carrier—6% by bus, 1% by train and 1% by boat.

The marginal growth in air travel since 1975 was primarily at the expense of bus travel and travel by motor camper.

The automobile was a much more common form of transportation for those vacationing in Canada (67%), primarily because Canadian vacations tend to involve much shorter distances—in the majority of cases are taken within one's own province and involve more family oriented travel. Only 19% traveled by air in 1976 within Canada.

Chart 21
CANADIAN VACATION TRIPS TO THE U.S. IN 1976
BY MAIN MODE OF TRANSPORT

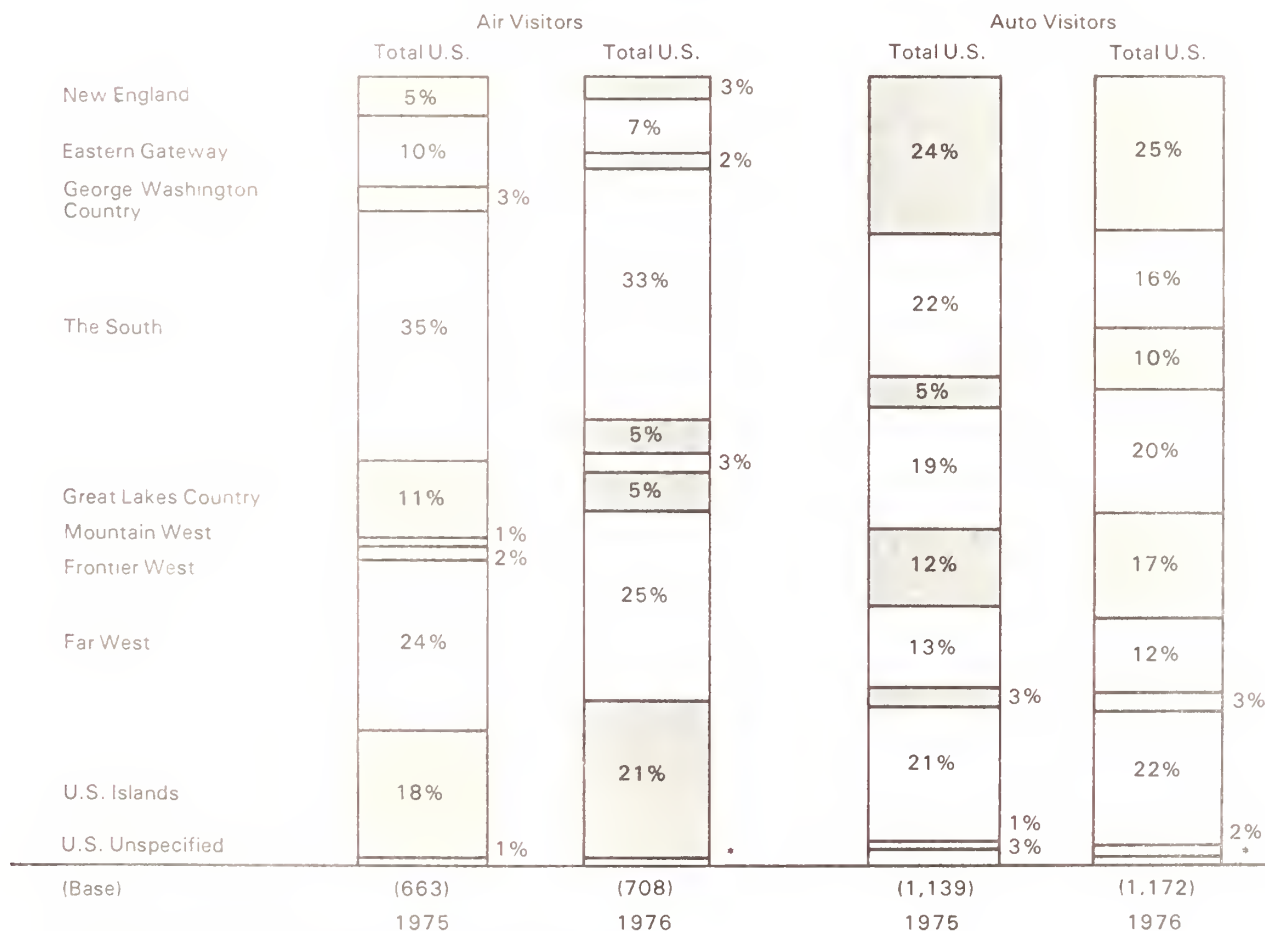


3. Destination by Mode

For those flying to the United States the most popular destinations in 1976 were The South (33%), the Far West Region (25%) and the U.S. Islands (21%). All other regions had no greater than a 5% share of air trips, with the exception of Eastern Gateway which achieved 7% (probably due to the popularity of air travel to New York). This destination pattern remained reasonably stable over the past year, although there was some shifting away from air travel to the neighboring regions—namely New England (from a 5% share in 1975 to a 3% in 1976), Eastern Gateway (from 10% to 7%), and Great Lakes country (from 11% to 5%).

New England was the most popular destination for Canadian car travelers (25%) in 1976. In second and third place, were the Far West (22%) and The South (20%) illustrating their exceptional attractiveness to Canadians, given that they were principal air destinations as well. Changes in auto destinations since 1975 are as follows: an increase in the proportion vacationing in George Washington Country (from 5% in 1975 to 10%) and in the Great Lakes Country (from 12% to 17%); and a decrease in vacationers to the Eastern Gateway from 22% to 16%.

Chart 22
CANADIAN VACATION TRIPS TO THE U.S. IN 1976
BY DESTINATION OF AIR VISITORS
AND AUTO VISITORS



4. Use of Package Tours

Among those who traveled to United States by public transportation, in other words excluding auto travelers, a sizable proportion, 32%, traveled on a package tour—specifically described as one where accommodation, air fare and other ground arrangements are purchased for one price. There has, however, been little change since 1975 (31%).

Package travel is much less common in Canada, as only 11% traveling on public transportation in Canada in 1976 purchased a package tour. (In 1975 the level was 9%).

Chart 23
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY THE USE OF A PACKAGE TOUR AMONG
USERS OF PUBLIC TRANSPORTATION



5. Seasonality

One half (49%) of the Canadians vacationing in the U.S. did so during June to September, while the other half choose the months from October to May. In fact, December to March, a period of severe weather in most parts of Canada, drew 29% of Canadian trips in 1976. Most of these "winter" vacations are taken in the southern regions, including the U.S. Islands. This is illustrated in the appended tables and in Volumes 2 to 10.

Canada is for the most part a summer destination. In 1976, a full 72% traveled between June and September, with only 11% taking vacations between December and March. Two reasons are suggested for this pattern: the Canadian climate, and the fact, that Canada is more popular to those with young children, restricted to the school recess during the summer.

The following three charts illustrate seasonality by quarter and by specific month for detailed reference.

Chart 24
CANADIAN VACATION TRIPS TO THE U.S. IN 1976
BY SEASONALITY (BY PERSONS)

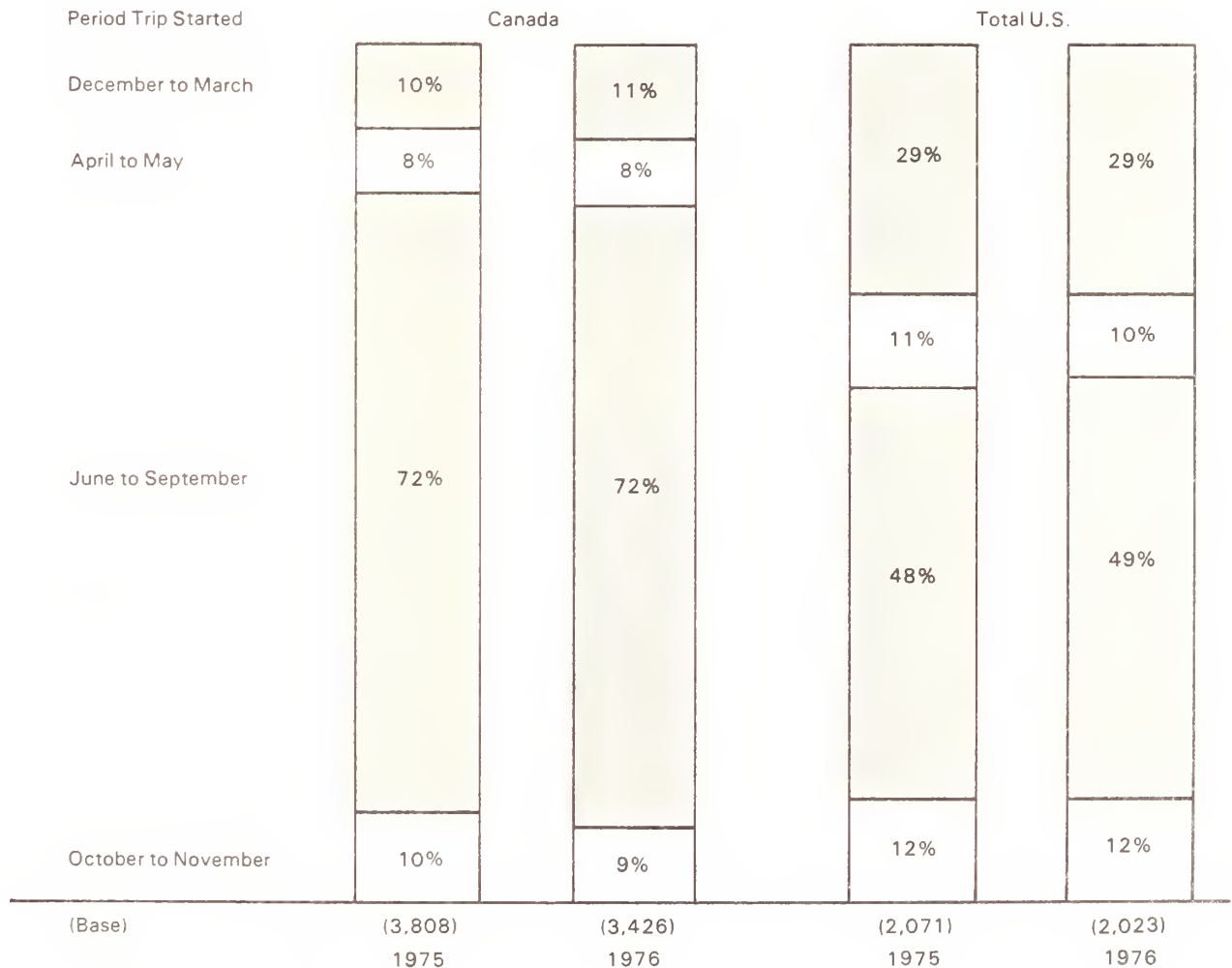


Chart 25
CANADIAN VACATION TRIPS TO THE U.S. IN 1976
BY SEASONALITY (QUARTERLY)

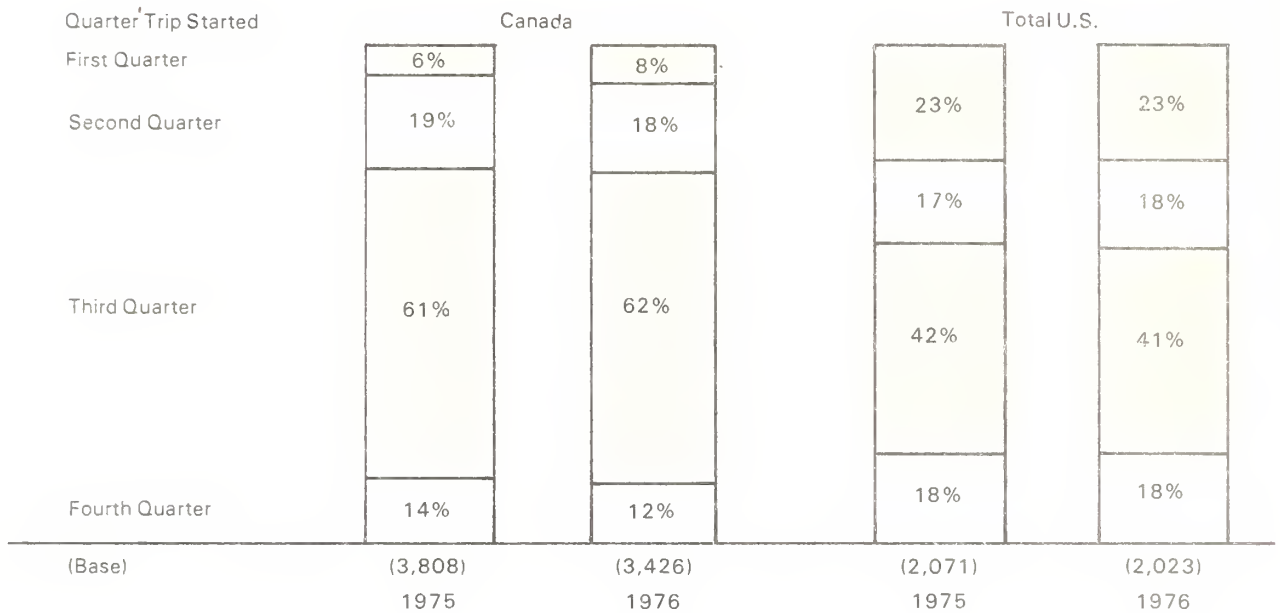
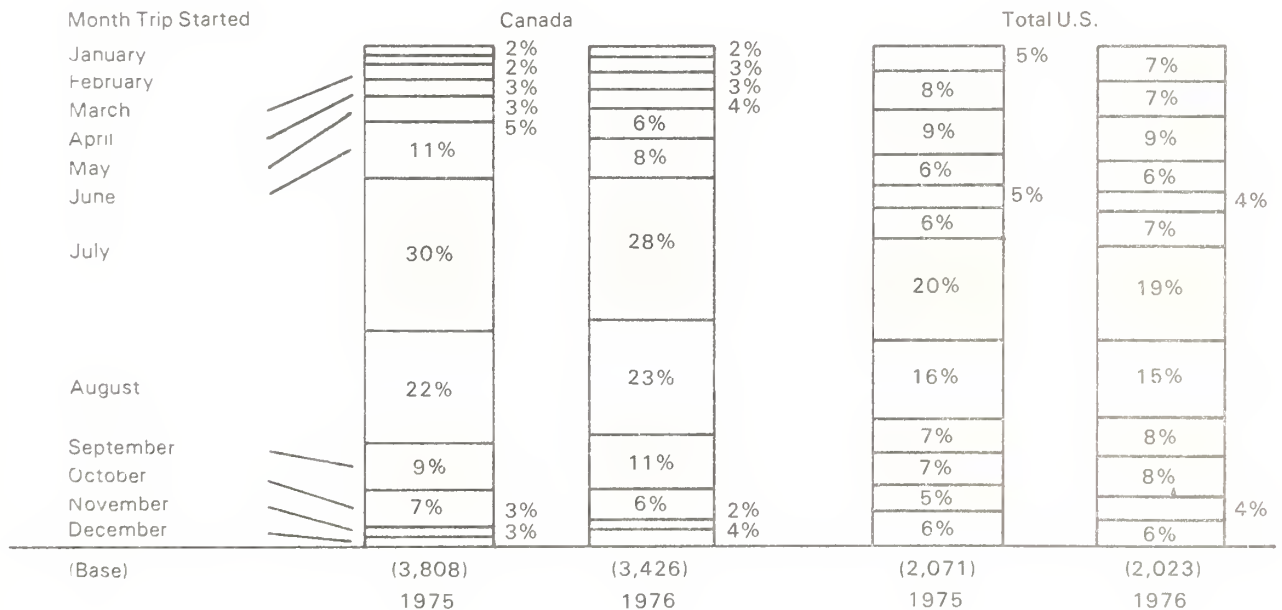


Chart 26
CANADIAN VACATION TRIPS TO THE U.S. IN 1976
BY SEASONALITY (MONTH)



6. Accommodation

The motel continued to be the most popular type of accommodation in 1976 to Canadian vacationers in the U.S. As many as 38% chose to stay in a motel. Others, depending on the nature of their trip, chose either hotels (27%), staying with friends or relatives (20% with relatives and 12% with friends) or camping (10% in private campgrounds and 9% in government campgrounds).

Little has changed since 1975. The motel in that year was also the most popular form of accommodation, followed by hotels.

These accommodation preferences, of course, varied depending on the destination, mode of travel, and seasonality. These differences are illustrated in the appended tables and in the regional volumes.

Chart 27
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY TYPE OF ACCOMMODATION

Type of Accommodation	Total U.S.	Total U.S.
Motel	37%	38%
Hotel	25%	27%
With Relatives	18%	20%
With Friends	11%	12%
Private Campground	10%	10%
Government Campground	8%	9%
Other	13%	13%
(Base)	(2,071) 1975	(2,023) 1976

Note: Totals add to more than 100% due to multiple responses

7. Length of Stay

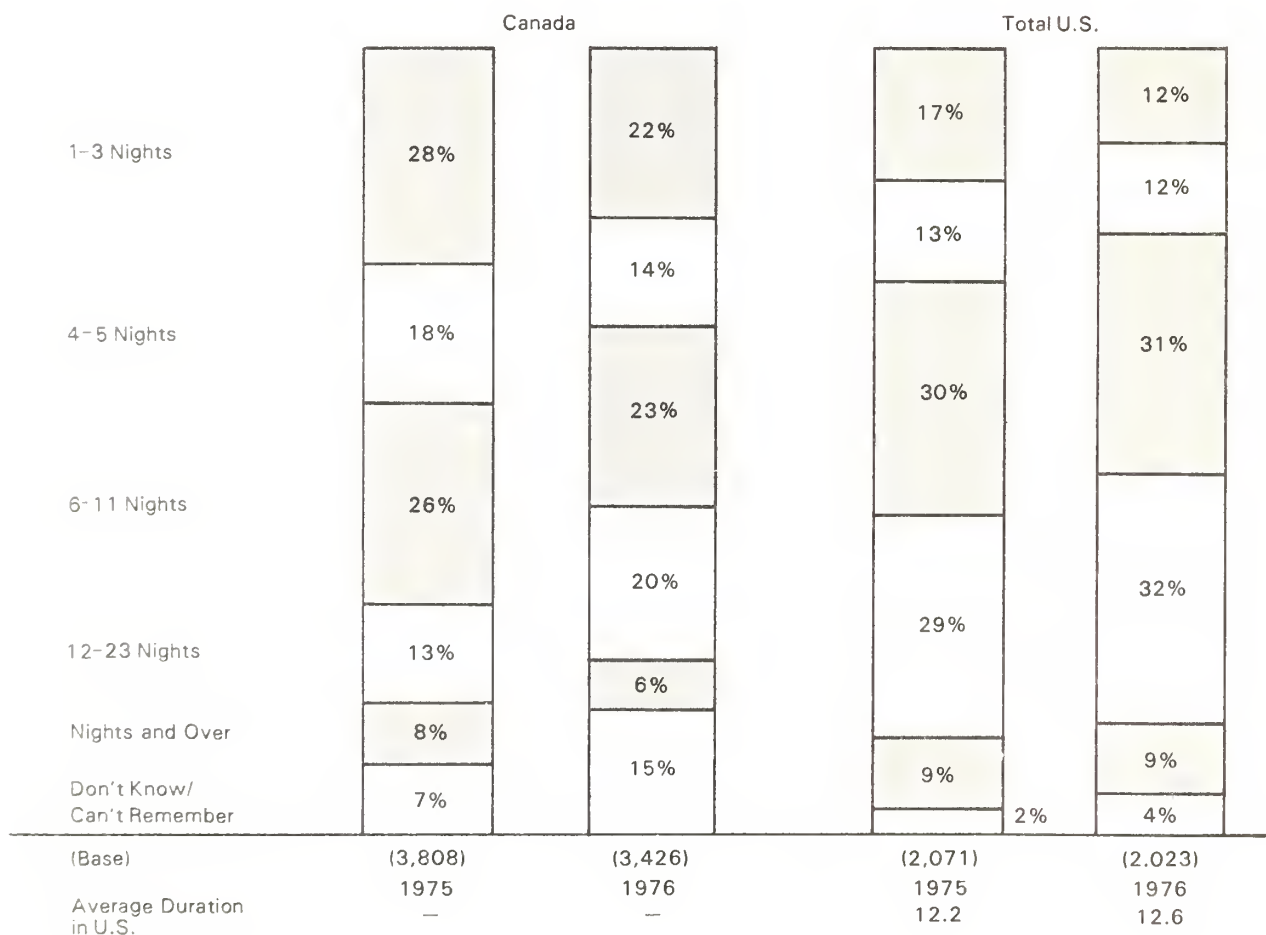
Canadians remained in the United States for an average of 12.6 nights during 1976, marginally longer than in 1975 when it was 12.2 nights. One to two week stays were the most common. Specifically, 31% stayed 6 to 11 nights and 32% stayed 12 to 23 nights. Only 9% spent 24 nights or more in the United States during 1976.

Short stays in the United States were not uncommon. Twelve per cent remained 4 to 5 nights while an identical number remained 3 nights or less. These proportions represent very little change from 1975.

Trips within Canada tended to be somewhat shorter. As many as 22% were away from home 3 nights or less, another 14% had lengths-of-stay between 4 to 5 nights and 23%, 6 to 11 nights. Only one in four were away on vacation for 2 weeks or more, 20% for 12 to 23 nights and 6% for 24 nights and over.

As would be expected, the greater the distance traveled in the United States, the longer the trip duration. For example, as illustrated in the Appendix and the Regional Reports, trips to New England averaged 8.6 nights in 1976 compared with 18.3 nights for vacations in Florida and 20.3 nights for destinations in the Frontier West.

Chart 28
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY LENGTH OF STAY



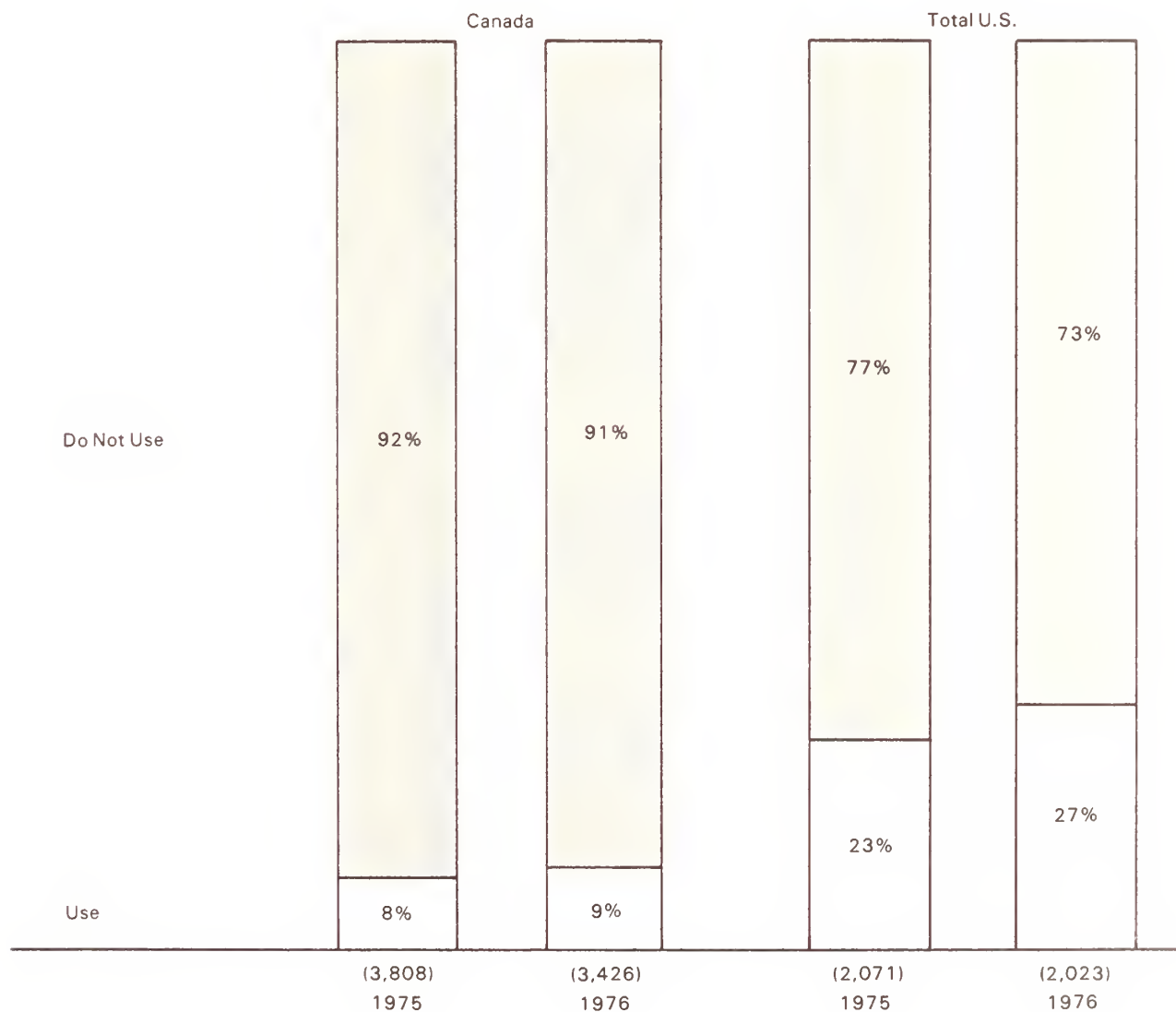
8. Use of Travel Agent

More Canadian traveling to the United States used a travel agent when planning their trip in 1976 than in 1975. Specifically, 27% used the services of an agent in 1976, compared with 23% the year before.

For those traveling in Canada, the usage rate is somewhat lower. In 1976, only 9% used a travel agent similar to the 8% level of 1975.

Again, the use of an agent differs considerably by the complexity of the trip and the distances involved, resulting in quite a different utilization rate depending on region visited. Among vacationers to the U.S. Islands, for example, as many as 67% contacted a travel agent when planning their vacation. This compares with only 12% among those traveling to New England.

Chart 29
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY USE OF A TRAVEL AGENT



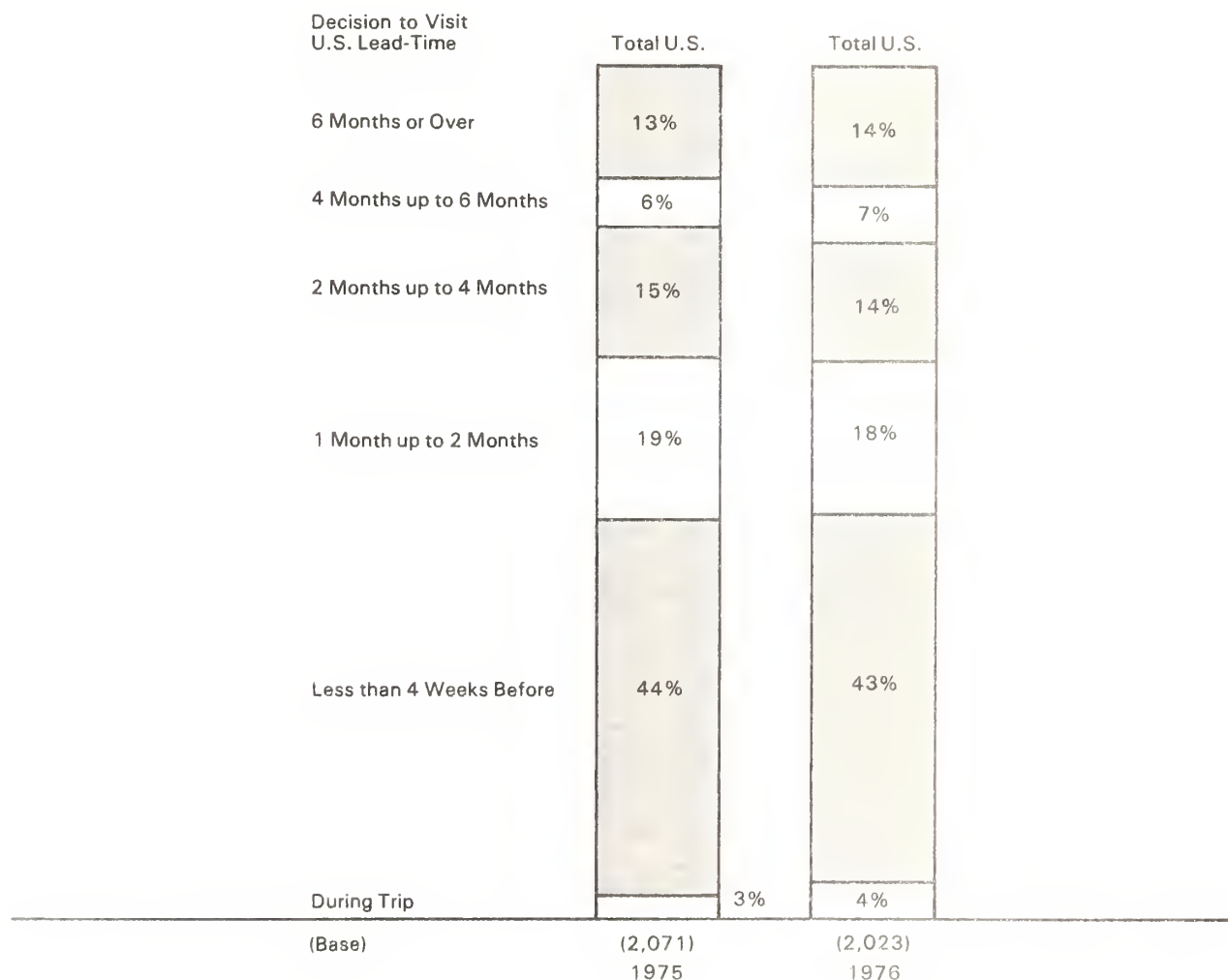
9. Decision Lead Time

Canadians remained consistent in their timing of their pre-trip planning activities between 1975 and 1976. Specifically, in 1976 the majority made their decision to visit the United States within two months of their departure (65%). Eighteen per cent made the final decision between one month and two months before departure, 43% did not make the final decision until four weeks before departure, 43% within four weeks of departure, and a small proportion, 4% did not make the decision to visit the U.S. until they had actually left home.

As with the use of travel agents, the timing of trip planning varied considerably depending on the distance traveled. For example, those who vacationed in the U.S. Islands tended to plan much further in advance than those going to nearby regions. (See appended tables for Regional Volumes).

Related to the distance traveled, car trips tended to be slightly more spontaneous than air trips. Among car travelers, 49% decided on the U.S. as a destination within four weeks of departure, compared to 44% among air travelers.

Chart 30
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY DECISION LEAD-TIME TO VISIT THE U.S.



10. Favorable Impressions of the U.S.

Canadians vacationing in the U.S. in 1976 were asked to cite their "most favorable impressions about vacationing in the U.S."

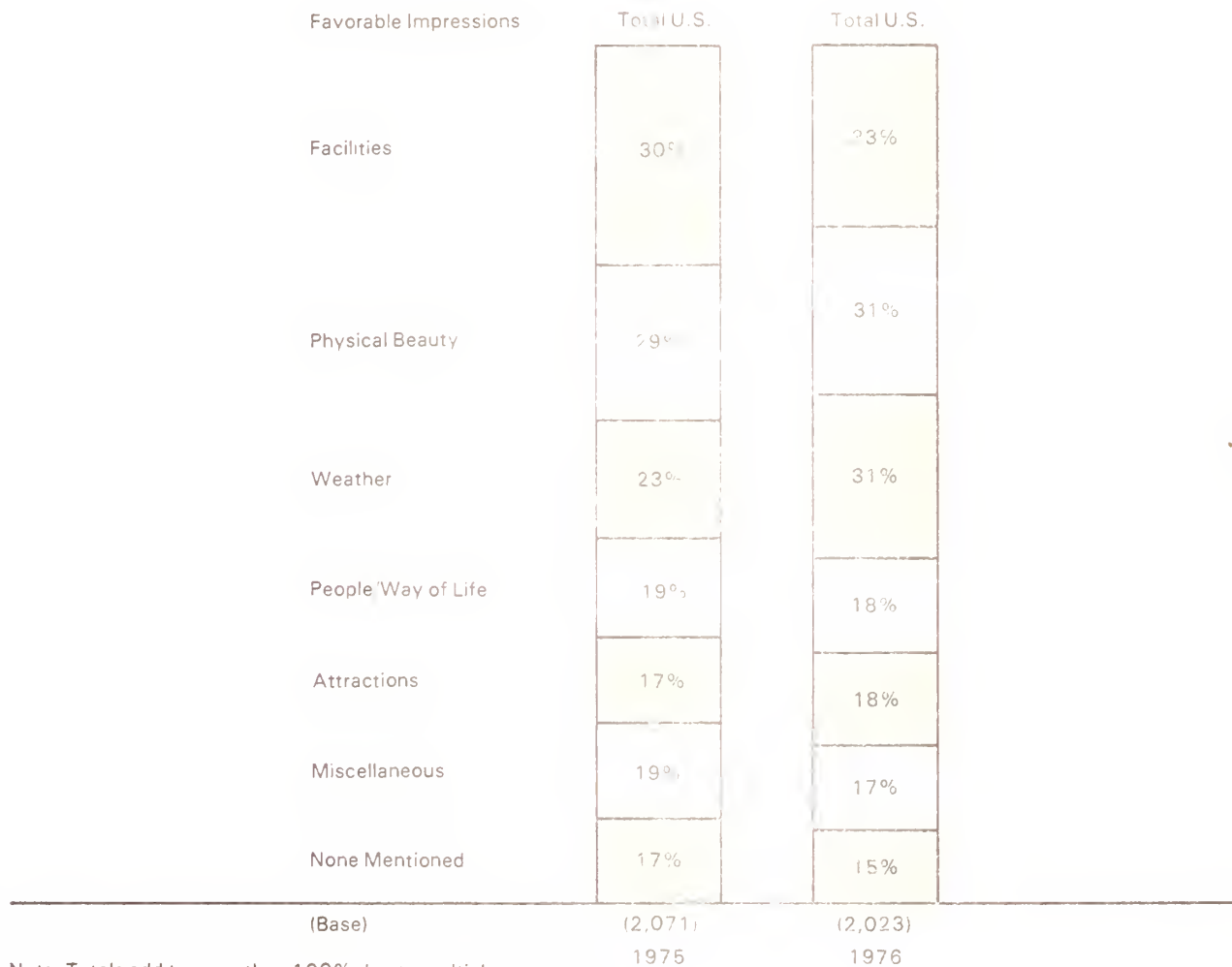
As in 1975, response was varied again supporting the theory that the country provides a broad base of appeals to Canadians.

Perhaps because of the unusually cold and wet weather in many regions of Canada during 1976,

more Canadians appeared to be attracted by the American climate. 29% in 1976, compared with 23% in 1975. Another appeal of greater significance was "lower prices", mentioned by 15%, up from 7% a year earlier and reinforcing the "less expensive" image of the U.S. compared with Canada discussed in a later section.

Further, only 16% did not provide a positive comment, suggesting a high degree of visitor satisfaction.

Chart 31
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY THE MOST FAVORABLE IMPRESSIONS



11. Unfavorable Impressions of the U.S.

The most significant change since 1975 with respect to unfavorable aspects of a U.S. vacation was that more visitors could recall anything unfavorable about the United States, 65% in 1976, up from 58% a year earlier. Clearly, then, the U.S. "product" appears, to a great degree, to be selling itself. Perhaps Canadians returning home from the U.S. are discussing their experiences with friends and acquaintances in a positive manner and contributing

to the favorable growth rate of Canadian trips to the U.S.

Among the minority who do sight negative aspects of their vacation in the U.S., comments again primarily related to "urban conditions" (traffic, dirt, violence) as in 1975. However, there was no noteworthy increase in any one particular unfavorable impression over the course of the last two years.

Chart 32
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1976
BY UNFAVORABLE IMPRESSIONS OF U.S.



12. Perceptions of Travel Cost

It is quite possible that the healthy growth rate of Canadian travel to the U.S. and the increased interest in shopping, discussed earlier, was due to the growing belief of many Canadians that travel in the United States was less expensive than in Canada. In fact, as many as 41% of all travelers believed that Canada was more expensive than the U.S. in 1976, compared with only 13% who felt the opposite way—that the U.S. was more expensive than Canada.

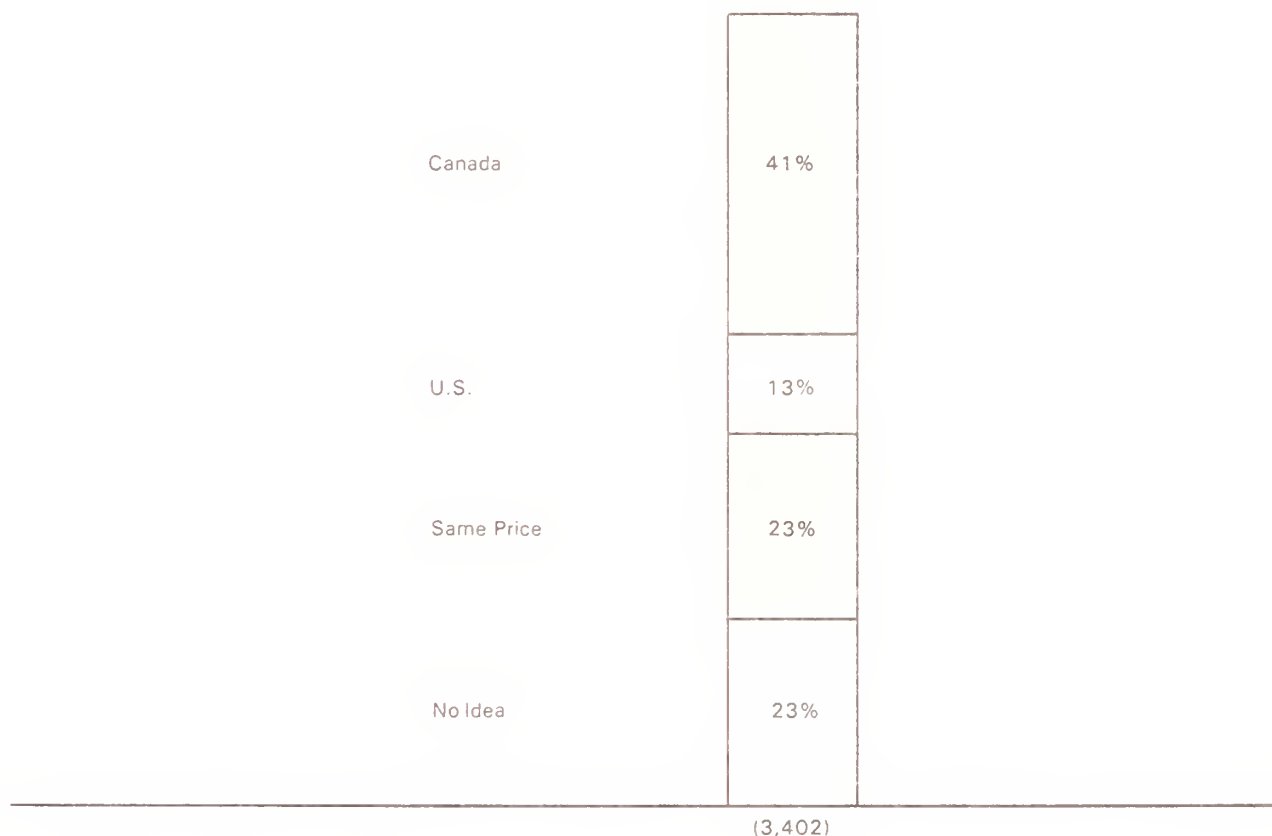
In British Columbia, for instance, the general perception was particularly negative for Canada, with 70% considering vacations in Canada to cost

more than a similar one in the United States. Further, that problem has represented a major source of new business for the U.S. in 1976, a large proportion of which were on shopping trips.

In Quebec, however, perceptions were quite different. As many as 60% claimed that prices were comparable or that they were not aware of any differences.

Interestingly, even those who travel within Canada tended to believe U.S. vacations were less expensive in 1976.

Chart 33
CANADIAN VACATION TRAVELERS IN 1976
BY PERCEPTIONS OF COUNTRY WITH
HIGHER PRICES



13. Cost Perceptions with Various Items

The overall perceived disparity in travel costs between Canada and the U.S. was most apparent with gasoline, followed closely by restaurants, accommodation and souvenir and gift shopping.

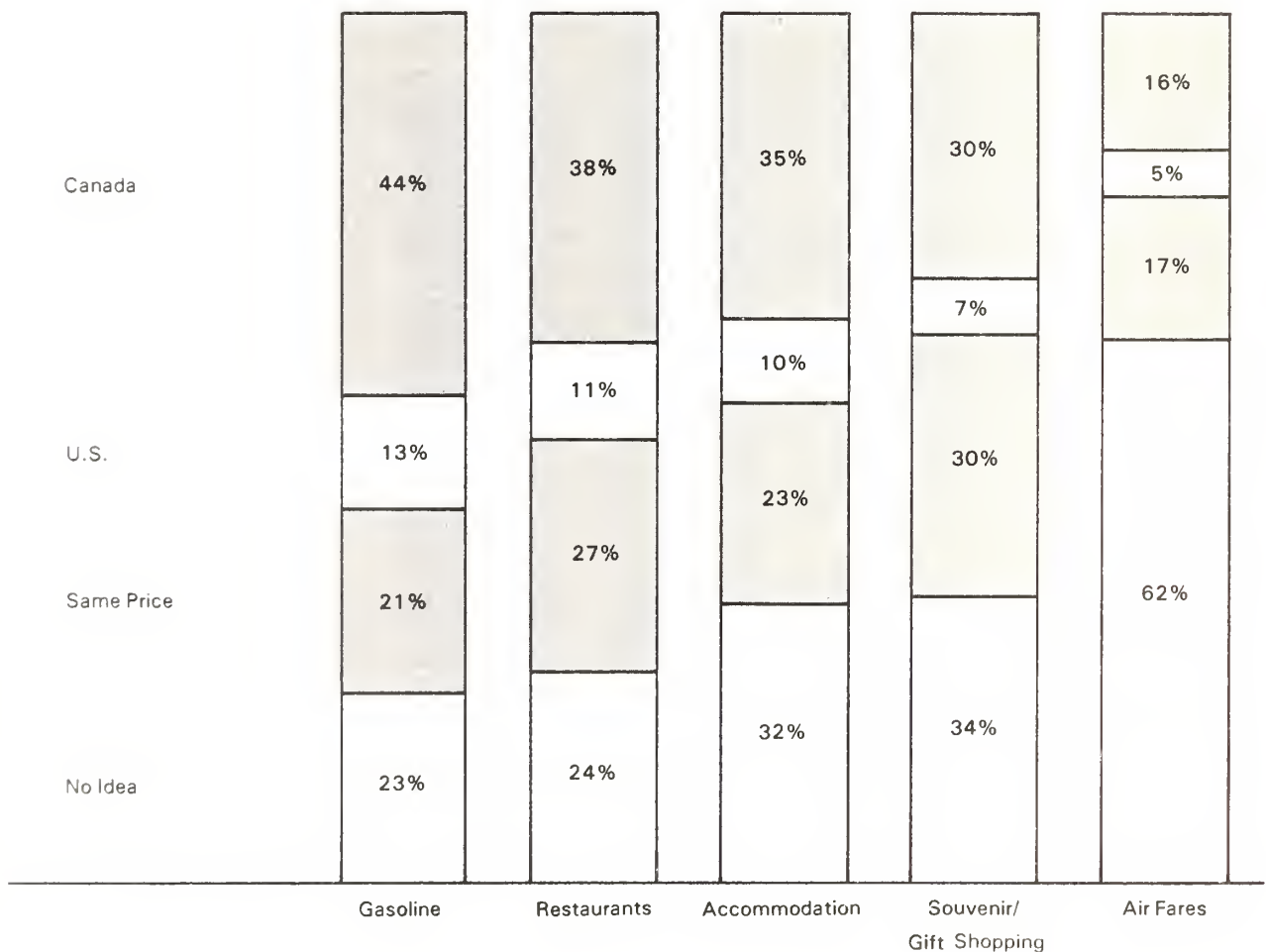
The majority (62%) had no idea whether air fares (the fifth category examined) were different between the two countries.

To British Columbia residents, dining out provided

the most obvious price inequality, as was the case with Prairie residents.

Residents of Quebec, on the other hand, tended not to be in agreement that restaurants and accommodation were more expensive in Canada, but did believe (although not as strongly as other Canadians) that gasoline and shopping are somewhat more expensive in Canada.

Chart 34
CANADIAN VACATION TRAVELERS IN 1976
BY PERCEPTION OF COUNTRY WITH HIGHER PRICES



APPENDICES

Appendix A

I. DEFINITION OF UNITED STATES AND CANADIAN REGIONS

U.S. REGIONS

1. NEW ENGLAND

Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

2. EASTERN GATEWAY

New Jersey
New York

3. GEORGE WASHINGTON COUNTRY

Delaware
District of Columbia
Maryland
Pennsylvania
Virginia
West Virginia

4. THE SOUTH

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
South Carolina
Tennessee

5. GREAT LAKES COUNTRY

Illinois
Indiana
Iowa
Michigan
Minnesota
Ohio
Wisconsin

6. MOUNTAIN WEST

Colorado
Montana
Nebraska
North Dakota
South Dakota
Utah
Wyoming

7. FRONTIER WEST

Arizona
Kansas
Missouri
New Mexico
Oklahoma
Texas

8. FAR WEST

Alaska
California
Idaho
Nevada
Oregon
Washington

9. ISLANDS

American Samoa
Guam
Hawaii
Puerto Rico
Virgin Islands

CANADIAN REGIONS

ATLANTIC PROVINCES

Newfoundland
Prince Edward Island
Nova Scotia
New Brunswick

QUEBEC

ONTARIO

PRairie PROVINCES

Manitoba
Saskatchewan
Alberta

BRITISH COLUMBIA

Other

Yukon, N.W.T.

II. DEFINITION OF TERMS

The definitions used in the study were as follows:

"Vacation" defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays." Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have acquired explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

"Vacation trip" essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint

decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

III. METHODOLOGY

This survey was conducted by Traveledata International using a national probability sample including all but 7% of the entire Canadian population (i.e. persons mainly in institutions or in northern regions of the country). The data are based on approximately 10,000 personal interviews with individuals 18 years and over. Checkbacks were made with approximately 20% of the interviews completed by each interviewer as a quality control measure. Details were recorded for up to three vacation trips per respondent to minimize seasonal bias. No more than two percent of the respondents took more than three such trips, so this survey represents virtually a complete sample of all vacation trips.

CANADIAN VACATION TRIPS/ARRIVALS TO THE US: 1976

Destination	Multiple Trips *			Multiple Trips on a Prorated Basis **			Multiple Arrivals *			Arrivals on a Prorated Basis **		
	Estimated number of Canadian vacation trips	Percent of total vacation trips	Percent of total vacation trips	Estimated number of Canadian vacation trips	Percent of total vacation trips	Percent of total vacation trips	Estimated number of Canadian vacation arrivals	Percent of total vacation arrivals	Percent of total vacation arrivals	Estimated number of Canadian vacation arrivals	Percent of total vacation arrivals	Percent of total vacation arrivals
New England -----	354,000	17%	14%	295,000	14%	18%	641,000	18%	14%	500,000	14%	14%
(Maine) -----	161,000	8	6	134,000	6	8	293,000	8	7	246,000	7	7
(Massachusetts) -----	100,000	5	4	83,000	4	5	187,000	5	4	157,000	4	4
Eastern Gateway -----	303,000	15	12	252,000	12	15	518,000	15	12	436,000	12	12
(New York) -----	256,000	12	10	213,000	10	12	428,000	12	10	360,000	10	10
(New Jersey) -----	61,000	3	2	51,000	2	3	117,000	3	3	98,000	3	3
George Washington Country -----	125,000	6	5	104,000	5	7	230,000	7	5	193,000	5	5
The South -----	513,000	25	21	427,000	21	25	862,000	25	21	725,000	21	21
(Florida) -----	432,000	21	17	360,000	17	21	726,000	21	17	610,000	17	17
Great Lakes Country -----	256,000	12	10	213,000	10	12	412,000	12	10	346,000	10	10
Mountain West -----	183,000	9	7	152,000	7	9	307,000	9	7	258,000	7	7
Frontier West -----	97,000	5	4	81,000	4	4	150,000	4	4	126,000	4	4
Far West -----	489,000	23	20	407,000	20	23	802,000	23	19	674,000	19	19
(California) -----	256,000	12	10	213,000	10	11	399,000	11	10	335,000	10	10
(Washington) -----	185,000	9	7	154,000	7	9	326,000	9	8	274,000	8	8
U.S. Islands -----	176,000	8	7	147,000	7	9	303,000	9	7	255,000	7	7
U.S. Unspecified -----	2,000	*	*	2,000	*	*	4,000	*	*	4,000	*	*
Total U.S. Mainland -----	1,923,000	92	93	1,934,000	93	92	3,231,000	92	93	3,262,000	93	93
Total U.S. -----	2,081,000	100%	100%	2,081,000	100%	100%	3,517,000	100%	100%	3,517,000	100%	100%

* Represents the number visiting each region overnight or longer.

** Represents unduplicated "share" for each region.

SECTION I

CANADIAN VACATIONS AND TRIPS

CANADIAN VACATION PATTERN 1966-76

Percent of Canadian Adults Who Take Vacations In:					
Base *	1966	1974	1975	1976	Change
	(6,200)	(6,388)	(6,827)	(6,438)	1975/76
	%	%	%	%	%
Total -----	52	58	63	57	- 6
<u>Region</u>					
Atlantic Provinces -----	41	42	57	42	-15
Quebec -----	49	53	58	50	- 8
Ontario -----	56	62	65	60	- 5
Prairie Provinces -----	50	59	67	61	- 6
British Columbia -----	59	69	69	66	- 3

* Base for 1966 is estimated.

CHARACTERISTICS OF CANADIANS WHO TAKE VACATION TRIPS

Percent of Canadian Adults Taking Vacation Trips					
Base	1966 (6,200)	1974 (6,388)	1975 (6,827)	1976 (6,437)	Change '75 to '76
Characteristics -----	%	%	%	%	%
Total Adults -----	46	55	59	56	-3
Region -----					
Atlantic Provinces -----	37	39	51	42	-9
Quebec -----	40	48	52	48	-4
Ontario -----	51	59	62	60	-2
Prairie Provinces -----	48	57	66	60	-6
British Columbia -----	54	67	68	66	-2
Language -----					
French Quebec -----	38	45	49	45	-4
Rest of Canada -----	49	58	62	59	-3
Community Size -----					
Total urban -----	51	58	63	59	-4
Total rural -----	34	43	47	43	-4
Farm -----	28	40	42	37	-5
Non-farm -----	36	44	49	45	-4
Sex -----					
Male -----	46	53	59	55	-4
Female -----	47	56	60	57	-3
Age -----					
18-29 -----	—	55	61	55	-6
30-39 -----	—	59	63	60	-3
40-49 -----	—	55	61	57	-4
50 and over -----	—	52	54	53	-1

VACATION TRAVEL PROJECTIONS

	1975	1976	Change 1975/1976 %
Canadian population (18 +)* -----	15,175,000	15,560,000	+ 3
Took holidays -----	9,545,000	8,795,000	- 8
Took vacation trip during holidays -----	8,984,000	8,650,000	- 4
Total individual (higher than above due to multiple trip taking) -----	12,667,000	12,438,000	- 2
Total "household trips" ** -----	8,365,000	7,695,000	- 8
Number of household trips staying overnight or longer in:			
Canada -----	5,939,000	5,212,000	-12
British Columbia -----	1,330,000	1,090,000	-12
Prairies -----	1,288,000	1,205,000	- 6
Ontario -----	1,983,000	1,876,000	- 5
Quebec -----	1,347,000	1,205,000	-11
Atlantic Provinces -----	744,000	586,000	-21
(Own province) -----	(3,915,000)	(3,226,000)	-18
(Other provinces) -----	(2,512,000)	(2,373,000)	- 6
Total United States -----	2,046,000	2,081,000	+ 2
U.S. (mainland) -----	1,924,000	1,923,000	—
New England -----	360,000	354,000	- 2
Eastern Gateway -----	368,000	303,000	-18
George Washington Country -----	92,000	125,000	+36
The South -----	477,000	513,000	+ 8
Great Lakes Country -----	243,000	256,000	+ 5
Mountain West -----	167,000	183,000	+10
Frontier West -----	59,000	97,000	+64
Far West -----	443,000	489,000	+10
Total Offshore -----	942,000	1,018,000	+ 8
U.S. Islands -----	134,000	176,000	+31
Offshore Countries -----	820,000	848,000	+ 3

* Statistics Canada

Determined by dividing the individual trips by the average number of adults on each trip who reside in the respondent's household.

DESTINATIONS OF CANADIAN VACATION TRAVELERS, 1966-76

Actual Trips Areas Visted Overnight Or Longer	Percent of Total Trips				Change '75 to '76
	1966 (5,000)	1974 (4,766)	1975 (5,367)	1976 (4,907)	
Canada only	69	66	66	62	-4
Canada at all	—	71	71	68	-3
Newfoundland	2	1	2	1	-1
P.E.I.	1	2	2	2	—
Nova Scotia	4	3	5	3	-2
New Brunswick	4	4	4	4	—
Quebec	18	16	16	16	—
Ontario	32	26	24	24	—
Manitoba	5	4	5	5	—
Saskatchewan	7	5	6	5	-1
Alberta	11	10	10	10	—
British Columbia	14	17	16	14	-2
Yukon/N.W.T.	*	1	1	*	—
"Non-resident" Canadian Province	—	31	30	31	+1
United States (Mainland)**	25	21	23	25	+2
New England	—	4	—	5	+1
Eastern Gateway	—	3	4	4	—
George Washington Country	—	1	1	2	+1
The South Region	—	5	6	7	+1
—Florida	—	3	5	5	—
Great Lakes Region	—	3	3	3	—
Mountain West	—	2	2	2	—
Frontier West	—	1	1	1	—
Far West	—	6	5	6	+1
—California	—	3	2	3	+1
U.S. Mainland (unspecified)	—	*	1	*	—
Offshore (including U.S. Islands)	6	14	11	13	+2
Europe	—	7	5	6	+1
(U.K.)	—	(3)	(2)	(3)	(+1)
Caribbean/Bermuda	—	3	3	3	—
Hawaii	—	1	1	2	+1
All other	—	3	2	3	+1

* Less than 1%.

** See Appendix for definition of U.S. Regions.

— Not available.

**DESTINATIONS OF CANADIAN VACATION TRAVELERS, BY REGION OF RESIDENCE
1970-1976**

Place of Residence	1970 %	1971 %	1972 %	1973 %	1974 %	1975 %	1976 %
Atlantic Provinces							
Own province	33	46	52	33	30	37	34
Other province	53	45	48	53	62	56	56
U.S. mainland	21	9	9	20	14	14	18
Offshore	2	8	3	6	7	3	5
Quebec							
Own province	52	53	47	47	50	49	44
Other province	17	18	18	21	18	16	20
U.S. mainland	29	26	27	27	25	29	28
Offshore	7	9	12	13	12	10	13
Ontario							
Own province	58	56	53	48	48	47	46
Other province	20	21	26	25	24	24	23
U.S. mainland	20	22	18	24	21	24	26
Offshore	9	10	9	13	18	15	16
Praines							
Own province	37	41	42	41	32	38	30
Other province	58	59	58	59	60	52	54
U.S. mainland	14	15	14	15	20	19	19
Offshore	8	4	6	6	7	8	13
B.C.							
Own province	56	68	63	56	58	62	46
Other province	27	26	26	24	24	26	31
U.S. mainland	26	22	18	20	20	20	30
Offshore	7	6	10	10	11	10	10

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975-1976

(Regional Data Prorated to Equal 100%)

	Base (Trips)		Estimated Household Trips		Estimated Number Canadian Arrivals		Percent of Total Vacation Arrivals		Regional Expenditures in the U.S. (\$million)		Percent of total Canadian vacation Expenditures	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
New England -----	(392)	(390)	309,000	295,000	527,000	500,000	16%	14%	\$ 57	\$ 78	7%	8%
(Maine) -----	(206)	(184)	156,000	134,000	264,000	246,000	8	7	30	39	4	4
(Massachusetts) -----	(106)	(109)	93,000	83,000	132,000	157,000	4	4	18	22	2	2
Eastern Gateway -----	(365)	(274)	316,000	252,000	527,000	436,000	16	12	79	77	10	8
(New York) -----	(268)	(224)	227,000	213,000	362,000	360,000	11	10	61	63	8	6
(New Jersey) -----	(108)	(64)	96,000	51,000	165,000	98,000	5	3	24	21	3	2
George Washington County	(104)	(118)	79,000	104,000	131,000	193,000	4	5	27	49	3	5
The South -----	(481)	(443)	409,000	427,000	658,000	725,000	20	21	217	249	28	25
(Florida) -----	(392)	(372)	338,000	360,000	560,000	610,000	17	17	199	234	26	23
Great Lakes Country -----	(224)	(197)	209,000	213,000	330,000	346,000	10	10	51	85	7	9
Mountain West -----	(168)	(181)	143,000	152,000	231,000	258,000	7	7	48	72	6	7
Frontier West -----	(48)	(89)	51,000	81,000	66,000	126,000	2	4	28	75	4	7
Far West -----	(441)	(542)	380,000	407,000	626,000	674,000	19	19	152	183	20	18
(California) -----	(194)	(249)	162,000	213,000	264,000	335,000	8	10	94	141	12	14
(Washington) -----	(195)	(228)	156,000	154,000	264,000	274,000	8	8	37	45	5	5
U.S. Islands -----	(144)	(189)	115,000	147,000	165,000	255,000	5	7	105	127	14	13
U.S. Unspecified -----	(43)	(4)	35,000	2,000	33,000	4,000	1	*	13	1	2	
Total U.S. Mainland -----	(1,937)	(1,853)	1,931,000	1,934,000	3,129,000	3,262,000	95	93	672	869	86	87

Regions and States	Base (Trips)		Average number of adults on trips		Average number of adults from own household		Average number of nights spent in U.S.	
	1975	1976	1975	1976	1975	1976	1975	1976
New England -----								
(Maine) -----	(392)	(390)	3.06	2.76	1.68	1.81	8.6	8.6
(Massachusetts) -----	(206)	(184)	3.12	2.87	1.72	1.82	8.7	7.7
	(106)	(109)	2.84	2.69	1.58	1.87	11.0	9.5
Eastern Gateway -----								
(New York) -----	(365)	(274)	2.71	2.91	1.61	1.71	9.3	10.8
(New Jersey) -----	(268)	(224)	2.58	2.69	1.58	1.67	9.0	11.1
	(108)	(64)	3.06	3.73	1.69	1.92	9.8	11.3
George Washington Country -----								
	(104)	(118)	2.70	2.60	1.74	1.84	11.1	15.0
The South -----								
(Florida) -----	(481)	(443)	2.78	2.83	1.62	1.68	19.7	17.3
	(392)	(372)	2.72	2.72	1.62	1.68	21.1	18.3
Great Lakes Country -----								
	(224)	(197)	2.84	2.44	1.52	1.61	13.6	12.5
Mountain West -----								
	(168)	(181)	2.52	2.53	1.67	1.68	9.8	13.0
Frontier West -----								
	(48)	(89)	2.81	2.31	1.48	1.55	28.2	20.3
Far West -----								
(California) -----	(441)	(542)	2.49	2.59	1.60	1.64	12.6	12.6
(Washington) -----	(194)	(249)	2.39	2.32	1.58	1.56	18.1	16.2
	(195)	(228)	2.30	2.81	1.73	1.76	9.8	9.5
U.S. Islands -----								
	(144)	(189)	3.06	3.00	1.50	1.72	12.7	16.3
U.S. Unspecified -----								
	(43)	(4)	2.76	2.00	1.50	2.00	12.8	8.1
Total U.S. Mainland -----								
	(1,937)	(1,853)	2.73	2.68	1.61	1.68	12.2	12.4
Total U.S. -----								
	(2,071)	(2,023)	2.76	2.72	1.61	1.69	12.2	12.6

	Base (Trips)		Total trip expenditures per vacation party		Daily trip expenditures by vacation party		Total trip expenditures per adult		Daily trip expenditures per adult	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
New England -----	(392)	(390)	\$365	\$435	\$42	\$50	\$119	\$158	\$14	\$18
(Maine) -----	(206)	(184)	382	486	42	63	122	169	13	22
(Massachusetts) -----	(106)	(109)	397	421	36	45	140	157	13	17
Eastern Gateway -----	(365)	(274)	453	564	48	53	167	194	18	18
(New York) -----	(268)	(224)	444	519	48	47	172	193	19	17
(New Jersey) -----	(108)	(64)	489	875	49	76	160	235	16	20
George Washington Country -----	104)	(118)	570	721	54	48	211	277	20	18
The South -----	(481)	(443)	870	1,061	55	63	313	375	20	22
(Florida) -----	(392)	(372)	1,023	1,134	54	64	376	417	20	24
Great Lakes Country -----	(224)	(197)	489	677	37	54	172	277	13	22
Mountain West -----	(168)	(181)	543	763	59	55	215	302	23	22
Frontier West -----	(48)	(89)	1,118	1,497	41	69	398	648	15	30
Far West -----	(441)	(542)	671	799	57	66	269	308	23	25
(California) -----	(194)	(249)	899	1,065	55	69	376	459	23	30
(Washington) -----	(195)	(228)	465	502	55	52	202	179	24	19
U.S. Islands -----	(144)	(189)	1,531	1,634	122	95	500	545	40	32
U.S. Unspecified -----	(43)	(4)	798	641	64	56	289	321	23	28
Total U.S. Mainland -----	(1,937)	(1,853)	592	709	52	58	217	265	19	22
Total U.S. -----	(2071)	(2,023)	651	770	57	62	236	283	21	23

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975-1976

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		Average No. of children on trip		Total Party Size
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	
Expenditures in U.S. only:																			
Total	(2,071)	(2,023)	\$ 651	\$ 770	\$236	\$283	\$57	\$62	\$21	\$23	12.2	13.0	2.76	2.72	1.61	1.69	.53		3.20
Residence:																			
Atlantic Provinces	(180)	(166)	581	660	210	214	58	54	21	18	9.6	12.4	2.77	3.08	1.75	1.80	.64		3.64
Quebec	(545)	(508)	581	737	186	264	50	52	16	19	12.8	14.1	3.13	2.79	1.65	1.67	.52		3.26
French Quebec	(403)	(359)	588	717	176	232	53	60	16	19	12.6	11.7	3.34	3.09	1.69	1.75	.61		3.62
English Quebec	(142)	(149)	564	780	215	359	44	41	17	19	13.5	19.2	2.62	2.17	1.55	1.52	.45		2.51
Ontario	(738)	(596)	656	768	248	286	56	69	21	26	12.5	12.1	2.68	2.68	1.58	1.68	.49		3.16
Prairie	(277)	(285)	722	787	252	292	64	64	22	24	11.7	12.0	2.87	2.69	1.55	1.66	.61		3.25
British Columbia	(319)	(468)	723	835	333	323	69	69	32	27	11.9	11.7	2.17	2.58	1.61	1.70	.54		3.06
City of residence: *																			
Vancouver	(181)	(262)	763	873	332	343	71	71	31	28	11.8	11.5	2.30	2.54	1.69	1.69	.60		3.06
Calgary/Edmonton	(60)	(80)	958	926	352	351	82	60	30	23	11.5	14.7	2.72	2.64	1.32	1.53	.52		3.00
Winnipeg	(64)	(59)	641	764	283	324	44	65	19	28	16.0	11.6	2.26	2.36	1.69	1.61	.38		2.74
Toronto	(290)	(192)	617	760	260	321	47	69	20	29	13.9	11.4	2.37	2.37	1.50	1.52	.35		2.78
Montreal	(305)	(286)	608	768	205	306	52	50	18	20	12.4	15.6	2.97	2.51	1.63	1.62	.45		2.92
English	(101)	(104)	596	844	231	380	48	38	19	17	12.9	20.3	2.58	2.22	1.54	1.52	.37		2.59
French	(173)	(164)	629	751	195	272	57	63	18	23	11.7	11.5	3.22	2.76	1.68	1.69	.53		3.22
Other	(31)	(18)	540	643	181	285	39	54	13	24	14.9	18.0	2.98	2.26	1.65	1.72	.33		2.58
Community size:																			
Urban	(1,727)	(1,671)	648	780	241	291	56	63	21	24	12.2	12.6	2.69	2.68	1.60	1.67	.49		3.14
Rural	(344)	(352)	672	708	211	245	65	58	20	20	12.3	12.3	3.19	2.89	1.66	1.77	.74		3.58

Data have limited value due to small sample sizes

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975-1976

	Base (trips)		Total trip expenditures, \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		Average No. of children on trip		Total Party Size	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
Sex:																				
Male	(944)	(952)	\$ 644	\$ 846	\$241	\$312	\$60	\$70	\$42	\$5	11.7	12.4	2.75	2.71	1.63	1.65	.42	3.10		
Female	(1,127)	(1,071)	639	698	232	257	55	55	20	20	12.7	12.7	2.76	2.72	1.59	1.72	.63	3.30		
Age:																				
18 to 29	(626)	(570)	605	643	210	221	56	57	19	20	10.6	11.2	2.91	2.91	1.43	1.50	.31	3.22		
30 to 39	(401)	(404)	623	1,022	238	402	69	83	26	33	9.3	11.9	2.62	2.54	1.69	1.78	1.07	3.53		
40 to 49	(337)	(327)	706	837	263	316	74	80	28	30	9.7	10.1	2.68	2.65	1.90	1.87	.96	3.59		
50 and over	(707)	(722)	696	711	256	268	47	48	17	18	16.7	15.6	2.72	2.65	1.61	1.70	.19	2.75		
Language:																				
French Quebec	(405)	(359)	588	718	176	232	53	60	16	19	12.6	11.7	3.34	3.09	1.69	1.75	.61	3.62		
Rest of Canada	(1,666)	(1,664)	665	782	254	297	58	63	22	24	12.2	12.8	2.62	2.63	1.59	1.67	.51	3.12		
Marital Status:																				
Single	(425)	(436)	622	673	211	246	54	55	18	20	11.5	12.3	2.95	2.74	1.22	1.34	.18	2.93		
Married	(1,480)	(1,413)	679	798	250	290	62	68	23	25	12.2	11.8	2.72	2.75	1.89	1.95	.77	3.47		
Separated/Widowed/Divorced	(166)	(174)	573	883	225	360	42	55	16	22	14.1	17.1	2.55	2.45	1.12	1.19	.16	2.55		
Family Composition:																				
Adults only	(1,104)	(1,100)	679	702	245	270	52	52	19	20	14.5	13.9	2.77	2.60	1.52	1.57	.10	2.69		
Have children under 18	(967)	(923)	617	867	225	304	67	80	24	28	9.2	10.7	2.74	2.85	1.73	1.84	1.12	3.91		

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975-1976

	Base (trips)		Total trip expenditures		Total expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of children on trip		Total Party Size	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
Occupation:																		
Prof/Sales/White collar ----	(905)	(828)	\$ 690	\$ 894	\$259	\$343	\$65	\$77	\$24	\$30	11.3	11.9	2.66	2.61	1.61	1.73	65	3.22
Skilled labor ----	(590)	(563)	619	669	218	249	62	59	22	30	10.0	11.2	2.84	2.69	1.70	1.74	.62	3.27
Unskilled labor ----	(100)	(108)	486	750	181	260	51	68	19	24	9.4	10.6	2.68	2.88	1.60	1.66	.44	3.52
Former ----	(68)	(67)	933	786	315	293	93	70	31	26	18.7	11.2	2.96	2.68	1.68	1.85	.74	3.42
Student ----	(36)	(39)	563	473	275	157	44	30	21	10	13.3	16.0	2.05	3.01	1.28	1.37	.14	3.08
Retired/Pensioned ----	(240)	(274)	713	832	229	322	42	45	14	17	19.1	17.8	3.11	2.58	1.76	1.75	.09	2.65
Other ----	(105)	(144)	571	542	211	169	32	41	12	13	17.4	15.3	2.71	3.20	1.15	1.26	.26	3.34
Education completed:																		
University ----	(254)	(276)	636	831	247	368	59	76	23	34	10.9	11.3	2.58	2.26	1.56	1.64	.47	2.74
Technical/Preparatory ----	(176)	(189)	684	726	275	246	55	66	22	22	13.6	10.8	2.49	2.95	1.59	1.62	.38	3.27
High school ----	(514)	(464)	674	937	265	332	55	73	22	26	12.6	12.9	2.54	2.82	1.64	1.73	.62	3.36
Elementary school ----	(130)	(125)	543	613	172	239	45	59	14	23	14.2	14.1	3.15	2.56	1.56	1.66	.34	2.87
Accommodation:																		
Owned ----	(1,451)	(1,433)	672	790	237	279	62	65	22	23	12.1	12.3	2.83	2.83	1.70	1.80	.63	3.43
Rented ----	(620)	(590)	616	736	235	297	51	58	19	24	12.5	13.1	2.62	2.48	1.44	1.47	.34	2.79
Type of dwelling:																		
Detached/Semi-detached ----	(1,500)	(1,456)	670	769	244	272	62	64	23	27	11.9	12.1	2.75	2.83	1.67	1.79	.63	3.41
Town house/other ----																		
attached house ----	(230)	(249)	631	714	191	289	46	55	14	22	14.0	13.9	3.30	2.47	1.57	1.69	.45	2.92
Apartment ----	(297)	(269)	628	842	254	361	52	63	21	27	12.4	13.5	2.48	2.33	1.39	1.32	.24	2.54
Other ----	(44)	(49)	393	538	170	152	34	47	15	13	11.8	12.3	2.31	3.53	1.66	1.77	.36	3.84

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975-1976

Purpose of trip:	Base (trips)	Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		Average No. of children on trip		Total Party Size
		1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	
Purpose of trip:																		
Visiting friends	(311)	\$ 524	\$ 636	\$239	\$273	\$46	\$42	\$21	\$18	12.9	15.3	2.19	2.33	1.56	1.57	.39	.39	2.70
Visiting relatives	(493)	421	483	178	203	37	41	16	17	12.7	12.1	2.36	2.38	1.63	1.68	.52	.52	2.88
Staying at a vacation spot	(891)	817	879	287	318	67	63	24	23	13.3	13.9	2.85	2.76	1.67	1.72	.61	.61	3.34
City sightseeing/																		
Visiting	(742)	713	835	256	288	63	73	23	25	12.0	11.4	2.79	2.90	1.66	1.73	.60	.60	3.43
Rural activities	(628)	702	815	233	282	54	63	18	22	13.7	12.5	3.01	2.89	1.62	1.78	.63	.63	3.42
Other	(370)	669	880	225	308	58	78	20	27	11.8	11.1	2.97	2.86	1.52	1.64	.50	.50	3.27
Purpose of trip and season:																		
June to September:																		
Visiting friends/																		
relatives	(364)	378	375	149	146	39	41	15	16	10.7	9.2	2.54	2.56	1.67	1.77	.66	.66	3.21
Staying at a vacation spot	(423)	522	628	186	223	53	62	19	22	10.0	10.1	2.81	2.81	1.75	1.76	.82	.82	3.60
City sightseeing	(359)	527	630	192	227	58	64	23	23	9.4	9.6	2.75	2.77	1.70	1.79	.70	.70	3.45
Rural activities	(371)	536	568	184	199	51	55	17	19	10.6	9.9	2.92	2.85	1.67	1.82	.77	.77	3.55
Other	(185)	479	522	162	177	51	59	17	20	9.6	8.8	2.95	2.95	1.55	1.69	.56	.56	3.42
October to May:																		
Visiting friends/																		
relatives	(330)	553	756	263	357	45	42	21	20	14.1	18.2	2.10	2.12	1.51	1.50	.26	.26	2.36
Staying at a vacation spot	(468)	1,068	1,086	371	399	75	64	26	24	15.8	17.1	2.88	2.72	1.61	1.69	.43	.43	3.12
City sightseeing	(383)	890	1,043	314	344	66	79	23	26	14.3	13.1	2.83	3.03	1.63	1.66	.50	.50	3.45
Rural activities	(257)	962	1,150	305	391	56	70	18	24	18.3	16.1	3.15	2.94	1.56	1.73	.47	.47	3.31
Other	(185)	870	1,218	291	445	62	70	21	26	14.0	14.0	2.99	2.74	1.49	1.59	.44	.44	3.14
Main mode of transport:																		
Car	(1,219)	510	651	178	236	51	56	19	20	11.1	11.6	2.87	2.76	1.71	1.78	.70	.70	3.43
Plane	(606)	963	1,013	378	407	74	73	24	24	13.5	14.4	2.55	2.49	1.45	1.56	.35	.35	2.72
Bus	(124)	540	533	205	149	46	44	14	14	12.0	12.0	2.63	3.58	1.32	1.42	.17	.17	2.72
Train	(23)	372	777	182	212	20	54	10	10	6	14.4	2.04	3.67	1.54	1.47	.16	.16	3.55
Motor Camper	(96)	596	626	229	231	41	48	12	12	3	12.3	2.60	2.71	1.89	2.00	1.34	1.34	3.66
Other	(55)	545	665	144	217	39	100	1	1	8.4	8.4	3.78	3.07	1.48	1.66	.64	.64	3.71

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1975-1976

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		Average No. of children on trip		Total Party Size	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
Month trip started:																				
December to March	(560)	(558)	\$1,009	\$1,159	\$374	\$445	\$63	\$67	\$23	\$26	17.7	18.3	2.70	2.60	1.54	1.63	.38	.45	2.95	3.22
April to May	(216)	(204)	631	735	234	260	56	63	21	22	11.7	11.0	2.70	2.83	1.55	1.57	.45	.69	3.45	3.45
June to September	(1,060)	(1,028)	473	516	169	184	50	56	18	20	9.7	9.1	2.80	2.80	1.66	1.76	.29	.29	2.79	2.79
October to November	(235)	(233)	587	897	213	356	64	62	18	25	9.9	14.2	2.76	2.52	1.58	1.63				
Nights spend in U.S.:																				
1-5	(621)	(519)	241	258	83	87	75	75	26	25	3.3	3.5	2.90	2.98	1.59	1.73	.54	.57	3.48	3.25
6-11	(643)	(519)	590	570	217	211	76	73	28	27	7.8	7.9	2.72	2.70	1.64	1.66	.56	.56	3.13	3.13
12-17	(428)	(470)	997	1,076	350	601	72	76	25	42	14.0	14.1	2.85	1.79	1.63	1.69	.42	.42	2.91	2.91
18 and over	(337)	(440)	1,096	1,397	438	557	35	45	14	18	33.1	32.4	2.50	2.51	1.54	1.67				

CANADIAN VACATION TRAVEL TO MULTIPLE REGIONS IN THE U.S. IN 1976 BY DESTINATION

Destination:	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
		Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
	%	%	%	%	%	%	%	%	%
New England -----	17	100	100	100	100	14	15	11	10
(Maines) -----	8	46	100	10	22	7	7	7	3
(Massachusetts) -----	5	28	6	100	13	7	8	5	3
(All other) -----	7	42	20	20	100	9	10	8	9
Eastern Gateway -----	15	12	12	21	19	100	100	100	22
(New York) -----	12	11	12	21	18	84	100	22	21
(New Jersey) -----	3	2	3	3	3	20	5	100	6
George Washington Country -----	6	4	2	4	7	9	10	11	100
The South -----	25	4	3	3	5	6	7	3	22
(Florida) -----	21	4	3	2	5	3	4	1	12
(All other) -----	7	3	3	3	3	5	5	3	20
Great Lakes Country -----	12	3	2	5	5	8	9	3	11
Mountain West -----	9	3	2	4	4	3	3	1	5
Frontier West -----	5	1	2	1	1	2	3	—	3
Far West -----	24	2	1	1	3	2	2	2	5
(California) -----	12	1	—	1	2	1	1	—	2
(Washington) -----	9	*	*	—	1	1	1	—	2
(All other) -----	10	1	1	*	2	1	1	2	3
Islands Region -----	8	*	—	1	—	—	—	—	1
U.S. Unspecified -----	121	129	124	131	146	144	149	131	179
Total U.S. -----	2023	390	184	109	162	274	224	64	118
(Base) -----	*	*	—	*	—	—	—	—	—

CANADIAN VACATION TRAVEL TO MULTIPLE REGIONS IN THE U.S. IN 1976 BY DESTINATION

Destination:	The South			Great Lakes Country	Moun- tain West	Fron- tier West	Far West				U.S. Islands Region
	Total	Florida	All Other				Total	Cali- fornia	Wash- ington	All Other	
	%	%	%	%	%	%	%	%	%	%	%
New England -----	3	3	8	5	5	5	1	1	1	2	*
(Maine) -----	1	1	4	1	2	4	*	—	*	1	—
(Massachusetts) -----	1	1	2	2	2	1	*	*	—	*	*
(All other) -----	2	2	4	3	3	1	1	1	1	2	—
Eastern Gateway -----	3	2	10	9	2	8	2	1	1	2	—
(New York) -----	3	2	10	9	2	8	1	1	1	1	—
(New Jersey) -----	*	*	1	1	1	—	*	—	—	1	—
George Washington Country ..	5	4	19	6	3	3	2	1	2	2	1
The South -----	100	100	100	20	3	14	3	2	3	1	1
(Florida) -----	84	100	40	10	1	7	2	2	3	1	1
(All other) -----	27	13	100	18	3	14	1	1	2	1	—
Great Lakes Country -----	10	6	34	100	28	22	5	4	7	5	1
Mountain West -----	1	1	5	20	100	26	13	13	16	22	*
Frontier West -----	3	2	10	8	14	100	7	10	3	12	—
Far West -----	3	2	4	10	34	35	100	100	100	100	7
(California) -----	1	1	1	4	18	25	52	100	23	36	5
(Washington) -----	1	1	2	5	16	5	38	17	100	37	2
(All other) -----	*	*	1	4	25	24	42	29	41	100	1
Islands Region -----	*	*	—	1	*	—	3	3	2	1	100
U.S. Unspecified -----	*	*	—	*	—	—	—	—	—	—	—
Total U.S. -----	128	120	190	179	189	213	136	135	135	147	110
(Base) -----	443	372	119	197	181	89	542	249	228	237	189

PROJECTED EXPENDITURES

	1975 \$	1976 \$	Percentage Increase %
<u>Vacation Expenditures by Canadians</u>			
Total	2,923,000,000	3,185,000,000	+ 9
<u>Total Vacation Expenditures by Canadians Spending One or More Nights In:</u>			
Canada	1,389,000,000	1,380,000,000	- 1
Atlantic Provinces	234,000,000	201,000,000	- 14
Quebec	304,000,000	280,000,000	- 8
Ontario	460,000,000	468,000,000	+ 2
Prairie Provinces	405,000,000	490,000,000	+ 21
British Columbia	408,000,000	425,000,000	+ 4
Offshore Countries	919,000,000	987,000,000	+ 7
<u>Total U.S. Expenditures by Canadians Spending One or More Nights In:</u>			
U.S.A.	777,000,000	996,000,000	+ 28
U.S. (Mainland Only)	672,000,000	911,000,000	+ 36
New England	72,000,000	101,000,000	+ 40
Eastern Gateway	99,000,000	100,000,000	+ 1
George Washington Country	34,000,000	64,000,000	+ 88
The South	272,000,000	323,000,000	+ 19
Great Lakes Country	64,000,000	110,000,000	+ 72
Mountain West	60,000,000	93,000,000	+ 55
Frontier West	35,000,000	97,000,000	+177
Far West	191,000,000	238,000,000	+ 25
U.S. Islands	101,000,000	165,000,000	+ 63

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CANADIAN VACATION PARTY EXPENDITURES, 1974-1976

	Average Expenditures Per Vacation Party					
	Per Trip			Per Day		
	1974	1975	1976	1974	1975	1976
Base	(4,766) \$	(5,367) \$	(4,907) \$	(4,766) \$	(5,367) \$	(4,907) \$
<u>Areas Visited Overnight or Longer</u>						
Total	479	554	607	36	42	48
Total Canada	312	363	394	27	30	37
Atlantic Provinces	403	459	505	32	33	38
Quebec	307	383	352	27	31	34
Ontario	291	384	383	25	31	34
Manitoba	481	552	677	23	31	35
Saskatchewan	421	597	617	25	35	37
Alberta	445	471	663	31	31	42
British Columbia	401	427	551	28	30	37
U.S.A. (Mainland)*	616	687	815	44	49	56
All Other Countries	1,373	1,575	1,603	59	70	71

*Includes expenditures made while traveling to and from the U.S.
The amount actually spent in the U.S. per party was \$770 in 1976

TRAVELER CHARACTERISTICS

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976 BY PLACE OF RESIDENCE

					New England				Eastern Gateway			George Wash- ington Country
	Canada	Europe	Carib- bean	Total U.S.	Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Place of residence:												
Atlantic Provinces -----	8%	2%	3%	4%	16%	21%	17%	13%	4%	5%	1%	5%
(Newfoundland) -----	1	°	—	1	1	1	1	°	°	°	1	°
(Prince Edward Island) -----	1	°	—	°	°	1	1	—	—	—	—	—
(Nova Scotia) -----	4	2	3	2	9	13	11	7	3	3	1	3
(New Brunswick) -----	3	—	—	2	7	7	5	6	1	1	—	3
Quebec -----	21	25	28	26	46	56	28	38	44	36	82	21
Ontario -----	37	45	65	39	31	18	50	37	47	54	14	59
Prairie Provinces -----	20	18	2	15	3	2	3	6	3	3	2	12
(Manitoba) -----	5	6	1	5	1	1	1	1	1	1	—	1
(Saskatchewan) -----	5	2	1	2	1	1	1	2	1	1	1	2
(Alberta) -----	10	9	—	7	2	1	1	3	1	1	1	9
British Columbia -----	14	7	3	16	4	2	1	8	3	3	1	3
Other -----	°	4	—	°	—	—	—	—	—	—	—	—
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	134	109	162	274	224	64	118

	The South			Great Lakes Country	Moun- tain West	Frontier West	Far West				U.S. Islands Region
	Total	Florida	All Other				Total	Califor- nia	Wash- ington	All Other	
Place of residence:											
Atlantic Provinces -----	3%	4%	3%	3%	2%	1%	1%	1%	°%	1%	4%
(Newfoundland) -----	1	1	2	1	°	—	°	—	°	°	2
(Prince Edward Island) -----	1	1	—	—	°	—	—	—	—	—	—
(Nova Scotia) -----	1	1	1	1	1	1	1	1	°	°	2
(New Brunswick) -----	1	1	°	1	1	°	°	°	—	°	1
Quebec -----	30	31	16	12	6	14	6	7	3	3	19
Ontario -----	59	58	71	61	21	41	19	23	13	13	25
Prairie Provinces -----	5	4	7	20	58	30	24	27	22	27	25
(Manitoba) -----	1	1	3	14	23	10	5	7	2	6	6
(Saskatchewan) -----	3	2	5	3	12	2	2	2	2	3	1
(Alberta) -----	1	1	—	3	22	18	16	18	17	19	18
British Columbia -----	3	3	2	5	13	13	50	41	62	55	27
Other -----	°	—	1	—	°	1	°	°	—	°	—
Total -----	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	443	372	119	197	181	89	542	249	228	237	189

° Less than 1/2 of 1%

Example of how to read table: In 1976, 56% of Canadians who vacationed in Maine resided in Quebec.

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976 BY SIZE OF CITY OF RESIDENCE

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
City Size:												
Over 500,000 -----	33%	56%	55%	45%	34%	24%	43%	45%	59%	58%	69%	40%
100,000 to 500,000 -----	19	14	18	16	15	16	22	8	9	10	4	25
30,000 to 100,000 -----	11	11	5	9	14	16	12	8	12	13	8	5
10,000 to 30,000 -----	8	6	14	6	7	9	5	8	4	3	7	6
1,000 to 10,000 -----	10	6	6	9	13	14	6	14	7	7	5	8
Under 1,000 -----	19	8	2	14	18	21	13	18	9	9	8	15
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118

		The South					Far West					U.S. Islands Region
		All			Great Lakes Country	Moun- tain West	Fron- tier West	Califor- Wash- All				
		Total	Florida	Other				nia	ington	Other		
City Size:												
Over 500,000	-----	45%	45%	35%	45%	33%	45%	46%	54%	37%	41%	50%
100,000 to	-----	16	18	18	16	20	20	21	20	19	25	18
500,000												
30,000 to	-----	11	10	14	13	9	9	4	4	5	4	7
100,000												
10,000 to	-----	6	7	5	5	7	3	7	5	9	7	3
30,000												
1,000 to	-----	9	9	6	5	13	5	7	6	12	9	10
10,000												
Under 1,000	-----	13	11	22	16	19	18	15	11	18	15	12
Total	-----	100	100	100	100	100	100	100	100	100	100	100
(Base)	-----	443	372	119	197	181	89	542	249	228	237	189

*Less than 1/2 of 1%
Note: Totals may not add to 100% due to rounding.

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY URBAN/RURAL RESIDENCE**

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Urban vs. rural:												
Urban -----	81%	92%	99%	86%	82%	79%	87%	82%	91%	91%	92%	85%
Rural -----	19	8	2	14	18	21	13	18	9	9	8	15
(Farm) -----	5	2	—	3	3	4	*	6	3	3	2	6
(Non-Farm) -----	15	6	2	11	15	18	13	13	6	6	6	10
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118

The South								Far West				U.S. Islands Region
Total	Florida	Other	Great Lakes Country	Moun- tain West	Fron- tier West	Total	Califor- nia	Wash- ington	All Other			
Urban vs rural:												
Urban -----	87%	89%	78%	84%	82%	82%	85%	89%	83%	85%	88%	
Rural -----	13	11	22	16	19	18	15	11	18	15	12	
(Farm) -----	1	1	2	4	9	6	3	3	3	3	2	
(Non-Farm) -----	12	10	20	12	9	12	12	8	15	13	10	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

* Less than 1/2 of 1%

Note: Totals may not add to 100% due to rounding.

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY LANGUAGE SPOKEN**

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country	
					Total	Maine	Other	Massa- chusetts	Total	New York	New Jersey		
Language Spoken:													
English -----	67%	57%	68%	66%	54%	40%	71%	62%	56%	64%	23%	73%	
French (Quebec) -----	16	11	17	17	35	51	15	26	28	19	71	14	
French (Non-Quebec) -----	4	2	3	4	6	6	8	5	2	3	—	3	
Other -----	12	30	12	13	5	4	7	8	14	15	6	11	
Total -----	100	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118	

	The South							Far West				U.S. Islands Region
				Great Lakes Country	Moun- tain West	Fron- tier West						
	Total	Florida	Other				Total	Califor- nia	Wash- ington	All Other		
Language Spoken:												
English -----	63%	63%	66%	74%	80%	73%	77%	75%	79%	77%	78%	
French (Quebec) -----	21	22	10	5	2	7	3	4	1	2	6	
(French (Non-Quebec) -----	5	5	6	4	4	10	4	5	3	4	2	
Other -----	11	9	18	17	14	10	16	15	18	18	15	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

*Less than 1/2 of 1%

Note: Totals may not add to 100% due to rounding.

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY DWELLING OWNERSHIP**

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Tenant vs. owner:												
Owner -----	64%	67%	53%	65%	63%	60%	68%	67%	55%	54%	58%	66%
Tenant -----	36	34	47	35	37	40	33	33	45	46	42	35
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118

	The South							Far West				U.S. Islands Region
	All			Great Lakes Country	Moun- tain West	Fron- tier West	Total	Califor- nia	Wash- ington	All Other		
	Total	Florida	Other									
Tenant vs. owner:												
Owner -----	74%	74%	74%	59%	60%	64%	64%	60%	64%	63%	62%	
Tenant -----	26	26	26	41	40	36	36	40	36	37	38	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

Less than 1/2 of 1%

Note: Totals may not add to 100% due to rounding

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY TYPE OF DWELLING OCCUPIED**

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Type of dwelling:												
Single/Semi- detached -----	71%	60%	55%	67%	63%	62%	60%	67%	53%	53%	52%	70%
Row house -----	13	22	16	13	16	17	17	11	23	20	32	18
Apartment -----	13	16	29	18	17	13	22	18	22	25	14	11
Other -----	3	2	1	3	4	8	1	5	2	2	2	1
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	184	390	109	162	273	224	64	118

	The South							Far West				U.S. Islands Region
	All			Great Lakes Country	Moun- tain West	Fron- tier West	Califor- nia			Wash- ington	All Other	
	Total	Florida	Other				Total	nia	Other			
Type of dwelling:												
Single/Semi-detached -----	72%	70%	80%	63%	70%	64%	71%	65%	75%	71%	65%	
Row house -----	11	11	9	16	14	19	9	10	6	9	7	
Apartment -----	16	16	11	19	12	12	17	20	15	17	26	
Other -----	2	3	1	2	4	4	4	5	4	4	2	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

Less than 1/2 of 1%
Note: Totals may not add to 100 % due to rounding.

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976 BY SEX

					New England				Eastern Gateway			George Wash- ington Country
	Canada	Europe	Carib- bean	Total U.S.	Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Sex:												
Male -----	48%	45%	46%	47%	47%	49%	46%	54%	53%	53%	47%	43%
Female -----	52	55	54	53	53	51	54	46	47	47	53	57
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118

	The South						Far West				U.S. Islands Region	
				Great Lakes Country	Moun- tain West	Fron- tier West						
	Total	Florida	All Other				Total	Califor- nia	Wash- ington	All Other		
Sex:												
Male -----	47%	46%	53%	40%	59%	50%	49%	48%	49%	50%	49%	
Female -----	53	54	47	60	41	50	51	53	51	50	51	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

Note: Totals may not add to 100% due to rounding.

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975 BY AGE

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Age:												
18-29 years -----	36%	33%	43%	31%	35%	35%	39%	30%	40%	38%	48%	34%
30-39 years -----	18	11	27	20	18	20	16	18	18	18	16	14
40-49 years -----	15	18	15	17	15	19	11	15	20	20	24	25
50 years and over ----	31	38	15	32	31	26	34	38	22	24	12	27
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118

	The South			Great Lakes Country	Moun- tain West	Fron- tier West	Far West				U.S. Islands Region
	Total	Florida	All Other				Total	Califor- nia	Wash- ington	All Other	
Age:											
18-29 years -----	27%	29%	22%	28%	31%	31%	26%	29%	33%	24%	25%
30-39 years -----	20	18	29	27	32	24	20	23	19	21	20
40-49 years -----	18	18	16	15	14	15	16	12	14	24	19
50 years and over ----	35	35	33	31	22	30	38	36	33	31	36
Total -----	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	443	372	119	197	181	89	542	249	228	237	189

*Less than 1/2 of 1%

Note: Totals may not add to 100% due to rounding.

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976 BY MARITAL STATUS

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Marital Status:												
Single -----	26%	32%	35%	28%	27%	26%	29%	20%	35%	35%	38%	19%
Married -----	62	59	52	60	64	65	66	70	58	58	60	70
Wid./Div./Sep. -----	13	9	13	12	9	9	5	10	7	8	1	5
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118

	The South			Great Lakes Country	Moun- tain West	Fron- tier West	Far West				U.S. Islands Region
	Total	Florida	All Other				Total	Califor- nia	Wash- ington	All Other	
Marital Status:											
Single -----	28%	30%	25%	27%	23%	28%	25%	30%	27%	24%	28%
Married -----	59	60	62	53	62	59	60	56	58	59	58
Wid./Div./Sep. -----	12	11	14	20	15	14	15	14	15	18	13
Total -----	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	443	372	119	197	181	89	542	249	228	237	189

Note: Totals may not add to 100% due to rounding.

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976 BY EDUCATION

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Education:												
Public/Elementary ----												
(Some) -----	7%	5%	3%	5%	8%	7%	4%	8%	5%	4%	8%	4%
(Graduated) -----	8	8	1	7	6	4	7	5	6	6	3	8
Secondary/High School -----												
(Some) -----	26	17	20	25	26	32	19	22	25	24	25	32
(Graduated) -----	22	19	16	22	22	23	16	29	21	21	29	20
Tech/Sr. College ----												
(Some) -----	8	4	8	8	11	10	16	9	13	14	5	4
(Graduated) -----	8	13	12	10	10	11	4	11	7	6	14	9
University -----												
(Some) -----	9	16	16	9	6	5	11	3	10	11	8	8
(Graduated) -----	11	19	25	15	12	7	21	12	13	15	7	14
Refused -----	1	*	—	1	1	1	*	*	*	—	2	—
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118

	The South						Far West				U.S. Islands Region	
	All			Great Lakes Country	Moun- tain West	Fron- tier West	Califor- nia			Wash- ington		All Other
	Total	Florida	Other				Total	nia				
Education:												
Public/Elementary -----												
(Some) -----	5%	4%	5%	7%	3%	1%	1%	2%	1%	*%	2%	
(Graduated) -----	7	7	3	7	7	3	7	5	4	8	5	
Secondary/High School -----												
(Some) -----	27	27	35	24	26	29	23	19	24	22	25	
(Graduated) -----	21	21	19	17	20	26	25	21	23	25	27	
Tech/Sr. College -----												
(Some) -----	7	8	2	4	3	3	8	11	4	6	5	
(Graduated) -----	10	10	12	12	12	14	13	13	16	13	10	
University -----												
(Some) -----	9	8	12	9	10	15	9	7	14	11	7	
(Graduated) -----	13	14	12	20	19	10	16	22	14	16	19	
Refused -----	1	1	1	1	—	—	*	*	*	*	*	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

*Less than 1/2 of 1%

Note: Totals may not add to 100% due to rounding.

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976 BY OCCUPATION OF HEAD OF HOUSE

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Occupation—Head of House:												
Professional/Sales												
White collar -----	33%	42%	61%	42%	42%	39%	45%	42%	40%	42%	36%	40%
Skilled labor -----	31	22	16	29	32	32	25	37	36	35	38	32
Unskilled labor -----	9	8	1	5	4	3	2	4	5	3	11	4
Farmer -----	3	3	—	3	3	3	3	4	2	2	3	3
Student -----	3	2	6	2	3	1	9	*	4	5	—	2
Retired/Pensioned -----	11	10	7	10	10	12	12	9	7	6	12	12
Other -----	11	14	8	9	8	10	4	5	6	7	—	8
Refused -----	—	—	—	—	—	—	—	—	—	—	—	—
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118

	The South				Great Lakes Country	Moun- tain West	Fron- tier West	Far West				U.S. Islands Region
	Total	Florida	All Other	Other				Total	Califor- nia	Wash- ington	All Other	
Occupation—Head of House:												
Professional/Sales												
White collar -----	45%	45%	35%	35%	43%	39%	40%	47%	37%	41%	43%	
Skilled labor -----	25	24	30	26	27	34	28	24	31	30	26	
Unskilled labor -----	6	6	6	7	6	1	6	4	7	7	7	
Farmer -----	1	1	1	3	7	5	3	3	3	3	4	
Student -----	3	2	4	4	1	—	2	2	2	1	*	
Retired/Pensioned -----	11	13	8	9	7	8	12	12	13	9	12	
Other -----	11	9	15	17	9	13	9	9	7	10	9	
Refused -----	—	—	—	—	—	—	—	—	—	—	—	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

Note: Totals may not add to 100% due to rounding.

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976 BY FAMILY INCOME

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Family Income:												
Under \$5,000 -----	8%	6%	1%	6%	7%	9%	3%	6%	2%	2%	—%	1%
\$5,000 to \$7,499 -----	7	4	6	5	5	4	3	6	5	6	4	5
\$7,500 to \$9,999 -----	8	7	2	7	8	11	5	8	7	8	8	10
\$10,000 to \$14,999 ---	23	18	23	21	23	22	26	18	27	27	28	20
\$15,000 to 16,999 -----	13	13	14	12	17	19	16	19	13	14	13	13
\$17,000 to \$19,999 -----	11	10	8	12	9	8	14	7	13	12	11	14
\$20,000 and over -----	28	37	42	34	28	25	30	35	31	28	36	34
Refused -----	2	5	5	2	3	3	3	1	2	3	1	2
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118

	The South			Great Lakes Country	Moun- tain West	Fron- tier West	Far West				U.S. Islands Region
	Total	Florida	All Other				Total	Califor- nia	Wash- ington	All Other	
Family Income:											
Under \$5,000 -----	6%	4%	12%	11%	4%	1%	6%	9%	6%	5%	5%
\$5,000 to \$7,499 -----	6	7	1	3	4	2	5	4	5	5	5
\$7,500 to \$9,999 -----	8	9	9	9	7	8	5	6	5	5	8
\$10,000 to \$14,999 -----	17	16	18	19	24	23	21	16	31	20	17
\$15,000 to \$16,999 -----	12	12	11	17	9	13	13	10	11	14	10
\$17,000 to \$19,999 -----	12	14	7	10	14	14	14	15	10	14	11
\$20,000 and over -----	38	38	39	29	36	32	35	40	32	37	42
Refused -----	2	1	4	4	3	6	1	1	*	1	3
Total -----	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	443	372	119	197	181	89	542	249	228	237	189

Less than 1/2 of 1%
Note: Totals may not add to 100% due to rounding.

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976 BY FAMILY COMPOSITION

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Family composition:												
Adults only -----	52%	60%	68%	58%	51%	47%	59%	52%	59%	62%	45%	57%
Adults with children --	48	40	32	42	49	53	41	48	41	38	55	43
With children 15-17 --	19	18	13	17	21	26	14	18	17	13	36	16
With children 5-14 ---	31	20	23	28	30	30	27	31	28	27	34	31
With children under 5--	16	14	6	12	17	17	18	17	10	10	10	12
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118

	The South						Far West				U.S. Islands Region	
	All			Great Lakes Country	Moun- tain West	Fron- tier West	Califor- nia Wash- ington All					
	Total	Florida	Other				Total	nia	ington	Other		
Family composition:												
Adults only -----	55%	56%	47%	49%	50%	58%	65%	68%	69%	64%	66%	
Adults with children -----	45	44	53	51	50	42	35	33	31	36	34	
With children 15-17 -----	18	18	20	20	17	12	15	14	11	17	16	
With children 5-14 -----	29	27	35	32	36	22	24	22	23	23	23	
With children under 5 -----	12	11	18	18	14	17	10	8	11	12	9	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

Note: Totals may not add to 100% due to rounding.

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976 BY NUMBER OF ADULTS FROM OWN HOUSEHOLD

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Number adults from own household:												
One -----	45%	54%	56%	40%	29%	28%	27%	24%	41%	44%	25%	25%
Two -----	50	43	42	54	63	64	64	70	51	49	64	68
Three -----	3	2	1	4	5	7	5	4	5	5	9	5
Four -----	1	*	1	2	2	1	4	2	2	3	2	1
Five or more -----	1	*	—	*	*	*	*	—	1	1	1	*
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118
Mean -----	1.62	1.49	1.47	1.69	1.81	1.82	1.87	1.83	1.71	1.67	1.92	1.84

		The South					Far West					U.S. Islands Region
		All			Great Lakes Country	Moun- tain West	Fron- tier West	Califor- Wash- All				
		Total	Florida	Other				Total	nia	ington	Other	
Number adults from own household:												
One		42%	43%	32%	46%	39%	53%	42%	48%	34%	41%	37%
Two		52	52	61	51	57	41	54	49	60	57	57
Three		3	3	4	1	1	3	2	1	3	2	5
Four		2	2	2	2	2	3	2	1	2	1	2
Five or more		1	1	*	*	*	—	*	*	1	*	—
Total		100	100	100	100	100	100	100	100	100	100	100
(Base)		443	372	119	197	181	89	542	249	228	237	189
Mean		1.68	1.68	1.78	1.61	1.68	1.55	1.64	1.56	1.76	1.64	1.72

*Less than 1/2 of 1%

Note: Totals may not add to 100% due to rounding.

SECTION III

TRIP CHARACTERISTICS

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY PURPOSE OF TRIP

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Purpose of trip:												
To visit friends or relatives	54%	55%	26%	35%	39%	30%	58%	39%	38%	44%	14%	31%
To stay at a summer place I own	3	—	—	1	*	—	1	—	*	*	—	—
To spend some time at a vacation spot	26	19	63	44	45	55	45	34	37	34	47	38
Camping/Tenting/ Fishing/Boating or other outdoor activities	30	4	8	16	23	25	17	30	19	19	29	25
Sightseeing away from the cities and towns	16	22	13	17	14	18	9	21	14	15	19	25
Sightseeing and doing things in cities and towns	15	33	14	26	22	21	27	31	29	31	24	29
Shopping	8	14	7	17	14	15	14	14	12	14	5	22
To attend sports/ festivals/or other special events	7	6	6	10	13	12	12	16	13	13	15	19
Combined business and pleasure	6	6	5	7	6	5	5	7	5	5	1	6
Other	9	10	10	11	7	9	5	6	14	12	21	13
Total	174	169	152	184	183	190	193	198	181	187	175	208
(Base)	3426	234	81	2023	390	184	109	162	274	224	64	118

Note: Includes multiple answers.

* Less than 1/2 of 1%.

Note: Totals may not add to 100% due to multiple responses.

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY PURPOSE OF TRIP (cont'd)**

Purpose of trip:	The South						Far West				U.S. Islands Region
	All			Great Lakes Country	Moun- tain West	Fron- tier West	Califor- Wash- All				
	Total	Florida	Other				Total	nia	ington	Other	
To visit friends or relatives ---	21%	20%	20%	50%	39%	41%	40%	49%	35%	34%	24%
To stay at a summer place I own -----	1	1	—	*	*	—	1	—	2	1	—
To spend some time at a vacation spot -----	64	67	56	1	1	—	1	—	2	1	—
Camping/Tenting/Fishing Boating or other outdoor activities -----	17	15	27	14	24	24	14	14	22	18	12
Sightseeing away from cities and towns -----	15	12	23	23	27	25	25	21	33	28	24
Sightseeing and doing things in cities and towns -----	19	18	24	27	31	40	39	43	38	47	34
Shopping -----	16	14	19	19	22	17	21	16	27	21	17
To attend sports/festivals/or other special events -----	13	11	20	14	11	12	9	9	15	6	3
Combined business and pleasure -----	6	6	2	7	9	14	7	9	4	5	6
Other -----	11	12	11	12	20	25	8	7	10	11	14
Total -----	183	176	202	167	184	198	165	203	282	172	134
(Base) -----	443	372	119	197	181	89	542	249	228	237	189

Note: Includes multiple answers.

*Less than 1/2 of 1%.

Note: Totals may not add to 100% due to rounding.

TOTAL CANADIAN VACATION TRAVEL, BY MAIN PURPOSE OF TRIP, 1967-76**

	Percent of total trips			
	1967	1974	1975	1976
	%	%	%	%
Main purpose of trip:				
To visit friends or relatives	45%	47%	47%	48%
To spend some time at a vacation spot	19	24	30	32
Sightseeing and doing things in cities and towns	11	13	20	18
Sightseeing and doing things away from cities and towns	9	13	16	15
Fishing, boating, other outdoor activities	12	11	15	15
Camping and tenting	8	10	12	9
Shopping	5	5	9	10
To stay at a summer place I own	4	3	3	2
To attend sports, festivals, and special events	3	5	7	7
Combined business and pleasure	5	8	7	6
Other (Includes Expo '67)	2	7	5	9

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
PURPOSE OF TRIP BY NIGHTS SPEND IN THE U.S.**

Purpose of trip	Total U.S. trips	Nights in United States			
		1-5	6-11	12-17	18 & over
Visit friends or relatives	35%	36%	36%	31%	39%
To stay at a summer place I own	1	*	1	*	2
To spend some time at a vacation spot	44	26	44	57	48
Camping/tenting	8	9	8	7	9
Fishing/boating or other outdoor activities	8	6	8	11	8
Sightseeing away from cities and towns	17	15	16	18	17
Sightseeing and doing things in cities and towns	26	23	25	26	28
Shopping	17	19	16	17	16
To attend sports/festivals or other special events	10	12	10	9	10
Combined business and pleasure	7	12	7	5	4
Other	10	10	11	11	12
Total	184	168	182	192	193
(Base)	(2023)	(519)	(594)	(470)	(440)

*Less than 1/2 of 1%

**Includes multiple answers.

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
PURPOSE OF TRIP BY MONTH TRIP STARTED

Purposes of trip	Total U.S. trips	Month trip started			
		December to March	April to May	June to September	October to November
Visit friends or relatives	35%	31%	36%	36%	43%
To stay at a summer place I own	1	1	*	1	1
To spend some time at a vacation spot	44	52	43	41	36
Camping/tenting	8	4	4	13	3
Fishing/boating or other outdoor activities	8	8	7	8	9
Sightseeing away from cities and towns	17	12	17	19	18
Sightseeing and doing things in cities and towns ...	10	10	9	11	8
Shopping	26	24	33	25	23
To attend sports/festivals or other special events ..	17	15	15	18	19
Combined business and pleasure	7	8	9	6	4
Other	11	12	11	10	13
Total	184	177	184	188	177
(Base)	(2023)	(558)	(204)	(1,028)	(233)

Note: Includes multiple answers.

*Less than 1/2 of 1%

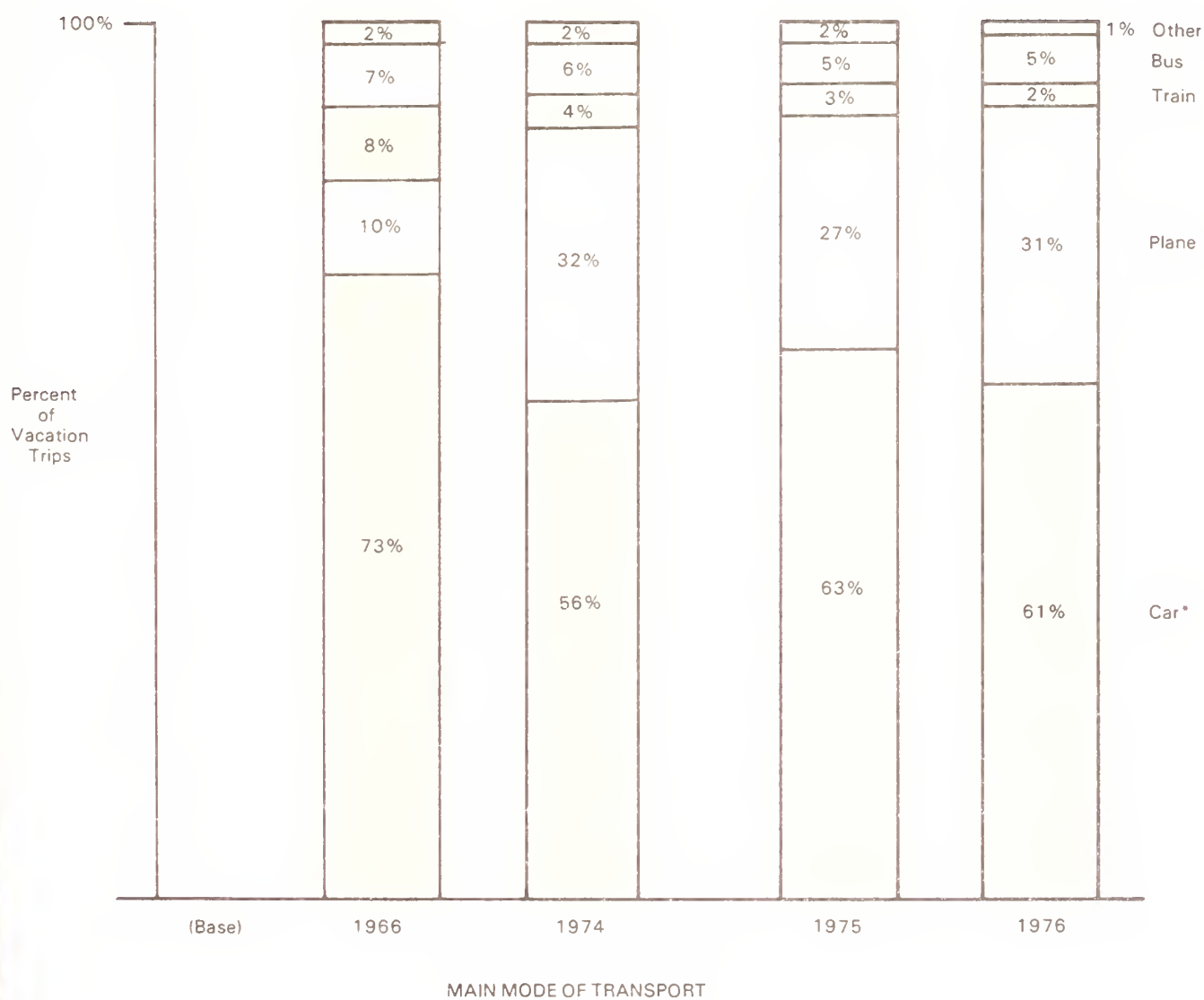
Note: Totals may not add to 100% due to rounding.

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY TOTAL PARTY SIZE**

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country	
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey		
Total Party Size:													
1 person -----	21%	30%	20%	14%	7%	6%	10%	6%	17%	20%	4%	9%	
2 People -----	33	43	52	39	38	39	41	39	29	29	29	41	
3 People -----	13	13	6	11	13	11	13	17	12	13	8	16	
4 People -----	18	7	9	17	23	22	25	19	20	18	28	15	
5 or more people -----	17	7	12	19	19	23	11	19	23	20	32	19	
Total -----	100	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118	
Mean -----	3.05	2.45	2.85	3.20	3.38	3.55	3.09	3.34	3.52	3.24	4.54	3.29	

	The South			Great Lakes Country	Moun- tain West	Fron- tier West	Far West			U.S. Islands Region		
	Total	Florida	All Other				Total	Califor- nia	Wash- ington		All Other	
Total Party Size:												
1 Person -----	12%	13%	4%	15%	15%	19%	16%	21%	7%	7%	15%	
2 People -----	38	41	33	41	37	44	45	45	46	48	39	
3 People -----	11	11	10	12	11	6	6	5	11	7	13	
4 People -----	18	14	25	16	15	21	17	14	19	18	15	
5 or more people -----	22	21	28	17	22	10	17	15	17	20	17	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	
Mean -----	3.30	3.17	3.72	2.96	3.25	2.61	3.06	2.80	3.33	3.36	3.29	

TOTAL CANADIAN VACATION TRAVEL BY MAIN MODE OF TRANSPORT, 1966-76



*In 1974 to 1976, "motor camper" was included as a separate answer category. In this chart it is added to "car" for greater comparability.

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976 BY MAIN MODE OF TRANSPORT

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Main mode of transportation:												
Air -----	19%	92%	97%	35%	7%	3%	16%	4%	18%	21%	5%	11%
Auto -----	67	1	1	55	78	86	60	78	65	60	88	77
Bus -----	5	2	—	6	9	5	19	10	13	15	6	7
Train -----	2	4	—	1	1	—	1	1	1	*	1	—
Ship -----	*	*	2	1	1	1	—	1	1	1	—	*
Motor camper -----	5	*	—	3	4	4	4	5	2	2	1	4
Other -----	*	—	—	*	1	1	1	1	1	1	—	1
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118

	The South						Far West				U.S. Islands Region	
	All			Great Lakes Country	Moun- tain West	Fron- tier West	Califor- nia			Wash- ington		All Other
	Total	Florida	Other				Total	nia				
Main mode of transportation:												
Air -----	46%	53%	8%	17%	17%	43%	39%	53%	13%	26%	86%	
Auto -----	49	43	86	77	70	43	47	35	73	57	12	
Bus -----	4	3	5	2	2	4	7	4	5	9	—	
Train -----	*	—	*	1	—	1	1	1	1	1	—	
Ship -----	*	*	—	1	1	—	*	—	*	—	2	
Motor camper -----	1	1	2	3	10	7	6	6	6	8	*	
Other -----	*	*	—	—	—	2	1	1	2	1	—	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

*Less than 1/2 of 1%

Note: Totals may not add to 100% due to rounding.

CHARACTERISTICS OF CANADIAN VACATION AIR TRAVELERS

	Percent of trips taken by air		
	1975	1976	Change 1975-1976
	%	%	%
Total	27	31	+ 4
Place of residence:			
Atlantic Provinces	25	31	+ 6
Quebec	23	27	+ 4
Ontario	31	33	+ 2
Prairie Provinces	23	35	+12
British Columbia	28	29	+ 1
Areas visited:			
Canada	16	19	+ 3
Atlantic Provinces	21	16	- 5
Quebec	9	9	—
Ontario	13	15	+ 2
Prairie Provinces	19	24	+ 5
British Columbia	20	30	+10
U.S. (Mainland)	28	31	+ 3
All Other Countries	89	90	+ 1
Marital Status:			
Married	24	28	+ 4
Single	29	35	+ 6
Separated/widowed/divorced	38	35	- 3
Type of dwelling:			
Detached/Semi-detached	25	29	+ 4
Townhouse	21	28	+ 7
Apartment	39	42	+ 3
Education (attended or completed)			
University	40	41	+ 1
Technical/Preparatory	34	28	- 6
High School	27	29	+ 2
Public School	20	24	+ 4
Language:			
French Quebec	15	20	+ 5
All other	29	33	+ 4
Family composition:			
Adults only	33	37	+ 4
Have children under 18 years	20	34	+ 4

**CANADIAN VACATION TRIPS TO THE UNITED STATES IN 1976
BY MAIN MODE OF TRANSPORT AND MONTH TRIP STARTED**

Main mode of transport	Total U.S. trips	December to March	April to May	June to September	October to November
Air -----	35%	59%	45%	17%	46%
Auto -----	55	36	40	72	42
Bus -----	6	3	13	5	9
Train -----	1	*	*	1	1
Ship -----	1	*	2	1	—
Motor Camper -----	3	2	1	4	3
Other -----	*	—	*	1	1
Total -----	100	100	100	100	100
(Base) -----	685	290	110	214	71

*Less than ½ of 1%

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY MAIN MODE OF TRANSPORT AND NIGHTS SPEND IN THE U.S.**

Main mode of transport	Total U.S. trips	Nights in United States			
		1-5	6-11	12-17	18 & over
Air -----	35%	20%	37%	47%	38%
Auto -----	55	67	53	48	51
Bus -----	6	6	8	2	5
Train -----	1	*	1	*	1
Ship -----	1	1	*	—	*
Motor Camper -----	3	5	2	2	4
Other -----	*	1	—	1	*
Total -----	100	100	100	100	100
(Base) -----	685	519	594	470	440

*Less than ½ of 1%

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
AMONG USERS OF PUBLIC TRANSPORT**

Travel Arrangements	Canada	Europe	Caribbean	Total U.S.	Eastern Gateway
Independent -----	88%	72%	41%	68%	81%
Package Tour -----	11	26	56	32	18
Not Started -----	1	2	3	1	1
Total -----	100	100	100	101	100
(Base) -----	(946)	(230)	(80)	(852)	(92)

Travel Arrangements	The South	Far West	U.S. Islands Region
Independent -----	65%	70%	51%
Package Tour -----	35	30	49
Not Started -----	1	—	—
Total -----	100	100	100
(Base) -----	(222)	(255)	(166)

TOTAL CANADIAN VACATION TRAVEL, BY MONTH TRIP STARTED, 1966-76

	Percent of trips		
	1966	1975	1976
	%	%	%
Month trip started:			
January -----	3	3	4
February -----	3	4	5
March -----	5	5	5
April -----	5	4	5
May -----	4	5	6
June -----	8	10	8
July -----	30	26	24
August -----	22	20	20
September -----	7	8	10
October -----	5	7	7
November -----	3	4	3
December -----	5	4	5

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY SEASONALITY OF TRIP (QUARTERLY)**

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Time trip started:												
1st quarter -----	8%	9%	51%	23%	8%	7%	8%	8%	5%	6%	2%	15%
2nd quarter -----	18	32	19	18	18	19	15	21	17	19	8	13
(1st half) -----	26	41	70	41	26	26	23	29	22	25	10	28
3rd quarter -----	62	44	10	42	63	70	57	62	66	61	86	53
4th quarter -----	13	15	20	18	10	4	20	9	13	14	4	19
(2nd half) -----	75	59	30	60	73	74	77	71	79	75	90	72
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118

	The South				Great Lakes Country	Moun- tain West	Fron- tier West	Far West			U.S. Islands Region	U.S. Main Land
	Total	Florida	All Other					Total	Califor- nia	Wash- ington	All Other	
Time trip started:												
1st quarter -----	45%	51%	25%	12%	16%	37%	23%	30%	9%	17%	33%	22%
2nd quarter -----	14	12	18	19	18	22	19	20	18	21	18	18
(1st half) -----	59	63	43	31	34	59	42	50	27	38	51	40
3rd quarter -----	20	15	36	49	51	21	40	29	57	46	20	43
4th quarter -----	22	23	21	20	15	20	19	21	16	16	29	17
(2nd half) -----	42	38	57	69	66	41	59	50	73	62	49	60
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	433	372	119	197	181	89	542	249	228	237	189	1853

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY SEASONALITY OF TRIP (QUARTERLY)**

	Canada	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
				Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Month trip started:											
December to March	11%	62%	29%	11%	8%	14%	11%	8%	10%	3%	20%
April to May	9	15	91	8	5	10	13	8	10	7	9
June to September	70	13	49	73	84	62	70	74	70	87	58
October to November	9	9	12	7	3	14	7	10	11	3	14
Total	100	100	100	100	100	100	100	100	100	100	100
(Base)	3426	81	2023	390	184	109	162	274	224	64	118

	The South			Great Lakes Country	Moun- tain West	Fron- tier West	Far West			U.S. Islands Region		
	Total	Florida	All Other				Total	Califor- nia	Wash- ington		All Other	
Month trip started:												
December to March -----	55%	62%	36%	18%	19%	46%	26%	35%	12%	20%	50%	
April to May -----	10	8	13	7	9	20	13	15	10	15	13	
June to September -----	24	18	41	61	60	23	46	34	65	52	25	
October to November -----	12	12	10	15	12	11	15	16	13	13	12	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY SEASONALITY OF TRIP (MONTHLY)**

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Month trip started:												
January -----	2%	2%	17%	7%	1%	1%	2%	1%	3%	3%	1%	4%
February -----	3	2	8	7	4	4	4	3	—	—	—	3
March -----	3	6	27	9	3	2	2	4	3	3	1	7
April -----	4	4	6	6	4	1	5	7	4	4	4	4
May -----	6	15	10	4	4	4	5	6	5	5	2	.
June -----	9	12	3	7	10	14	5	8	8	1		
July -----	28	19	6	19	31	43	18	28	38			
August -----	23	13	4	15	24	22	27	23				
September -----	11	12	—	8	9	6	12					
October -----	7	9	6	8	6	3	11					7
November -----	2	2	3	4	2	—	3	1			2	7
December -----	4	4	11	6	3	1	6			3	1	5
Total -----	100	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	234	81	2023	390	184	109	162	274	224	64	118

	The South						Far West				U.S. Islands Region	
	All			Great Lakes Country	Moun- tain West	Fron- tier West	Califor- Wash- All					
	Total	Florida	Other				nia	ington	Other			
Month trip started:												
January -----	12%	14%	4%	3%	5%	12%	10%	12%	3%	11%	5%	
February -----	13	15	8	2	2	14	7	9	6	2	19	
March -----	20	22	13	7	9	11	6	9	1	4	9	
April -----	7	6	7	5	6	10	7	10	4	9	10	
May -----	3	2	6	2	3	10	5	5	7	6	4	
June -----	4	3	5	12	9	2	6	5	8	6	5	
July -----	7	6	16	19	20	6	15	12	22	17	4	
August -----	8	5	14	23	22	8	15	11	25	14	8	
September -----	5	4	6	7	9	7	10	7	10	15	8	
October -----	7	6	7	11	7	3	12	13	8	9	8	
November -----	5	6	3	4	6	8	4	3	5	4	5	
December -----	10	11	11	6	3	9	4	5	3	3	17	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY TYPE OF ACCOMMODATION IN U.S.**

		New England				Eastern Gateway			George Wash- ington Country
	Total U.S.	Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Motel -----	38%	36%	41%	32%	45%	34%	31%	48%	49%
Hotel -----	27	19	15	28	24	24	27	18	23
With Relatives -----	20	26	19	32	29	21	24	8	19
With Friends -----	12	8	4	20	11	13	15	4	10
Private Campground -----	10	18	24	14	15	12	11	16	10
Government Campground -----	9	12	18	7	12	8	8	7	14
Other -----	13	17	20	14	14	14	14	17	16
(Base) -----	2023	390	184	109	162	274	224	64	118

	The South						Far West				U.S. Islands Region
	All			Great Lakes Country	Moun- tain West	Fron- tier West	Califor- Wash- All				
	Total	Florida	Other				nia	ington	Other		
Motel -----	49%	48%	63%	48%	52%	47%	41%	36%	53%	50%	14%
Hotel -----	25	27	13	19	16	12	30	33	22	36	67
With Relatives -----	9	8	10	31	26	24	20	27	18	14	9
With Friends -----	10	9	9	16	14	14	18	22	19	19	7
Private Campground -----	8	7	20	11	21	26	11	11	18	20	1
Government Campground -----	6	6	10	12	24	15	11	11	16	17	2
Other -----	13	14	10	8	20	12	11	9	19	16	22
(Base) -----	443	372	119	197	181	89	542	249	228	237	189

CANADIAN VACATION TRIPS BY LENGTH OF TRIP AND AREAS VISITED

	Average number of nights away on trips			
	1964	1974	1975	1976
Areas visited:				
Canada	10.5	10.5	12.0	10.8
Atlantic Provinces	13.1	13.2	13.8	13.6
Quebec	13.1	13.3	12.5	10.3
Ontario	12.5	11.5	12.4	11.5
Prairie Provinces	13.1	13.3	13.6	13.6
British Columbia	14.0	14.3	14.2	14.1
U.S.A. (Mainland)	14.1	14.1	14.1	14.6
All other countries	22.2	22.2	22.6	22.5

III-Q

CANADIAN VACATION TRIPS BY LENGTH OF TRIP
Residence at time of trip 1964-76

	Average number of nights away on vacation trips		
	1964	1975	1976
Residents at time of trip:			
Total Canadian	13.2	13.2	12.6
Atlantic Provinces	10.5	10.5	11.6
Quebec	13.4	13.4	12.3
Ontario	14.1	14.1	12.5
Manitoba	14.4	14.4	14.6
Saskatchewan	11.2	11.2	10.9
Alberta	11.6	11.6	12.7
British Columbia	13.5	13.5	13.3

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976 BY LENGTH OF STAY

		New England				Eastern Gateway			George Wash- ington Country
	Total U.S.	Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Nights spent in U.S.:									
1 night -----	1%	3%	3%	1%	4%	3%	3%	1%	1%
2 nights -----	5	4	5	2	3	6	7	3	4
3 nights -----	6	14	17	12	13	7	8	—	9
4 nights -----	7	9	9	7	11	12	13	3	4
5 nights -----	6	8	10	3	8	8	9	4	3
6-8 nights -----	21	27	29	31	23	23	21	33	26
9-11 nights -----	10	8	5	15	6	11	10	18	7
12-17 nights -----	23	15	12	13	18	15	12	26	22
18-23 nights -----	8	3	1	6	3	3	3	2	7
24-45 nights -----	6	3	4	3	4	4	4	6	8
46 nights and over -----	3	1	*	1	1	4	5	1	4
Don't know/Can't remember ----	4	4	4	7	6	5	5	3	5
Total -----	100	100	100	100	100	100	100	100	100
Average number of nights -----	12.5	8.6	7.2	9.5	9.4	10.8	11.1	11.3	15.0
(Base) -----									

	The South						Far West				U.S. Islands Region
	All			Great Lakes Country	Moun- tain West	Fron- tier West	Califor- Wash- All				
	Total	Florida	Other				nia	ington	Other		
Nights spent in U.S.:											
1 night -----	*%	*%	—%	1%	*%	1%	1%	—%	2%	—%	—%
2 nights -----	1	*	2	7	8	—	5	2	9	1	1
3 nights -----	2	*	5	4	5	4	5	2	8	6	1
4 nights -----	1	*	2	13	4	1	6	2	9	4	3
5 nights -----	2	2	2	7	10	—	5	1	9	7	1
6-8 nights -----	17	15	18	18	22	13	21	17	17	22	11
9-11 nights -----	11	11	11	9	10	12	13	18	10	17	6
12-17 nights -----	37	39	34	22	18	20	18	24	17	18	46
18-23 nights -----	12	14	10	7	8	16	11	15	8	10	14
24-45 nights -----	8	9	12	7	8	25	8	11	4	8	10
46 nights and over -----	6	7	3	4	4	6	2	4	1	2	2
Don't know/Can't remember --	3	2	3	4	3	4	6	5	7	5	5
Total -----	100	100	100	100	100	100	100	100	100	100	100
Average number of nights ----	17.3	18.3	15.8	12.5	13.0	20.3	12.6	16.2	9.5	12.6	16.3
(Base) -----											

*Less than 1/2 of 1%

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976 BY LENGTH OF STAY

	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
		Total	Maine	Massa- chusetts	All Other	Total	York New	New Jersey	
Nights spent in U.S.:									
1-5 -----	25%	38%	44%	24%	39%	36%	40%	12%	21%
6-11 -----	31	35	34	46	29	35	31	51	33
12-17 -----	23	15	12	13	18	15	12	26	22
18 and over -----	17	7	5	10	9	10	12	8	19
Total -----	100	100	100	100	100	100	100	100	100
(Base) -----	2023	390	184	109	162	274	224	64	118
Average number of nights -----	12.6	8.6	7.7	9.5	9.4	10.8	11.0	11.3	15.0

	The South			Great Lakes Country	Moun- tain West	Fron- tier West	Far West				U.S. Islands Region	
	Total	Florida	All Other				Total	Califor- nia	Wash- ington	All Other		
Nights spent in U.S.:												
1-5 -----	5%	3%	10%	31%	27%	6%	22%	7%	37%	18%	6%	
6-11 -----	28	25	29	27	32	24	34	34	27	39	16	
12-17 -----	37	39	34	22	18	20	18	24	17	18	46	
18 and over -----	27	30	25	17	20	47	21	30	13	20	26	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	
Average number of nights -----	17.3	18.3	15.8	12.5	13.0	20.3	12.6	16.2	9.5	12.6	16.3	

Note: Totals may not add to 100% due to rounding.

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY USE OF TRAVEL AGENT**

			New England				Eastern Gateway			George Wash- ington Country
	Canada	Total U.S.	Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Use of a Travel Agent:										
Yes -----	9%	27%	12%	9%	18%	16%	16%	19%	7%	15%
No -----	91	73	88	91	82	84	84	81	93	85
Total -----	100	100	100	100	100	100	100	100	100	100
(Base) -----	3426	2023	390	184	109	162	274	224	64	118

	The South						Far West				U.S. Islands Region
	Total	Florida	All Other	Great Lakes Country	Mountain West	Frontier West	Total	California	Washington	All Other	
Use of a Travel Agent:											
Yes -----	38%	40%	19%	15%	15%	24%	27%	32%	17%	22%	67%
No -----	62	60	81	85	85	76	73	68	83	78	33
Total -----	100	100	100	100	100	100	100	100	100	100	100
(Base) -----	443	372	119	197	181	89	542	249	228	237	189

Note: Totals may not add to 100% due to rounding.

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976 BY DECISION LEAD TIME

	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
		Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Decision Lead-Time:									
6 months or over -----	14%	9%	9%	8%	13%	9%	8%	15%	21%
4 to 6 months -----	7	6	5	4	7	6	6	7	11
2 to 4 months -----	14	11	11	10	15	7	6	12	18
4 weeks up to 2 months -----	18	19	18	16	25	17	15	23	18
2 up to 4 weeks -----	11	13	13	19	6	11	13	6	11
Up to 2 weeks -----	32	33	30	39	28	43	45	28	13
During trip -----	4	8	11	5	5	6	6	4	3
Total -----	100	100	100	100	100	100	100	100	100
(Base) -----	2023	390	184	109	162	274	224	64	118

	The South						Far West				U.S. Islands Region	
	All			Great Lakes Country	Moun- tain West	Fron- tier West	Califor- nia			Wash- ington		All Other
	Total	Florida	Other				Total	nia	Other			
Decision Lead-Time:												
6 months or over -----	19%	18%	27%	14%	12%	19%	14%	13%	12%	18%	27%	
4 to 6 months -----	7	5	14	5	9	14	4	5	3	5	11	
2 to 4 months -----	18	18	16	11	10	8	16	18	12	17	18	
4 weeks up to 2 months -----	21	20	20	22	19	18	19	21	20	21	16	
2 up to 4 weeks -----	9	9	6	9	15	10	11	9	13	10	10	
Up to 2 weeks -----	25	27	16	37	30	30	32	34	32	25	17	
During trip -----	2	2	1	2	5	1	4	1	8	4	1	
Total -----	100	100	100	100	100	100	100	100	100	100	100	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

Note: Totals may not add to 100% due to rounding.

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY FAVORABLE IMPRESSIONS OF U.S.**

	Total U.S.	New England				Eastern Gateway			George Wash- ington Country	
		Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey		
By Favorable Impressions of the U.S.:										
Facilities -----	33%	36%	37%	31%	50%	31%	35%	16%	30%	
Physical beauty -----	31	44	47	56	35	30	24	24	32	
Weather -----	31	15	21	12	9	15	10	37	19	
People/Way of life -----	18	18	11	19	29	14	13	19	16	
Attractions -----	18	13	10	12	17	17	19	10	16	
Miscelleaneous -----	17	18	18	12	22	22	23	17	19	
None mentioned -----	15	19	19	18	18	20	8	11	25	
Total -----	163	163	163	160	180	149	132	134	157	
(Base) -----	2023	390	184	109	162	274	224	64	118	

	The South						Far West				U.S. Islands Region	
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Fron- tier West	Total	Califor- nia	Wash- ington	All Other		
By Favorable Impressions of the U.S.:												
Facilities -----	26%	24%	38%	50%	56%	33%	45%	36%	65%	43%	26%	
Physical beauty -----	23	22	33	27	33	29	29	33	33	33	49	
Weather -----	56	61	38	20	14	42	29	39	17	28	60	
People/Way of life -----	19	20	16	15	13	20	17	18	18	17	34	
Attractions -----	19	18	25	19	25	19	24	26	19	18	14	
Miscellaneous -----	18	17	18	20	15	24	14	18	10	12	13	
None mentioned -----	8	8	6	21	14	5	12	9	13	9	5	
Total -----	169	170	174	172	170	172	170	179	175	160	201	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

Note: Totals may not add to 100% due to rounding.

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1976
BY UNFAVORABLE IMPRESSIONS OF U.S.**

	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
		Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Unfavorable Impressions of the U.S.:									
Nothing disliked _____	65%	60%	59%	57%	56%	53%	53%	50%	61%
Social conditions _____	14	13	16	19	17	23	25	20	17
Facilities _____	6	10	12	6	13	9	8	20	8
Weather _____	4	4	5	—	5	2	2	1	3
Attitudes _____	5	5	2	4	11	5	6	5	3
Prices _____	2	1	1	2	1	4	4	2	2
Miscellaneous _____	12	15	10	22	12	19	15	18	14
Total _____	108	108	105	110	115	115	113	116	108
(Base) _____	2023	390	184	109	162	274	224	64	118

	The South						Far West				U.S. Islands Region	
	All			Great Lakes Country	Moun- tain West	Fron- tier West	Califor- Wash- ington			All Other		
	Total	Florida	Other				Total	nia	ington			
Unfavorable Impressions of the U.S.:												
Nothing disliked -----	68%	68%	62%	59%	68%	68%	66%	58%	67%	66%	63%	
Social conditions -----	11	10	20	23	10	22	15	24	10	14	17	
Facilities -----	7	7	5	5	6	5	4	5	4	2	3	
Weather -----	4	4	3	2	6	4	5	6	3	3	6	
Attitudes -----	4	5	6	9	5	4	7	6	6	3	4	
Prices -----	2	2	4	2	1	—	3	2	4	3	7	
Miscellaneous -----	10	10	8	16	15	5	11	11	15	13	9	
Total -----	106	106	108	116	111	108	111	112	109	104	109	
(Base) -----	443	372	119	197	181	89	542	249	228	237	189	

Totals may not add to 100% due to rounding.

SECTION IV

QUESTIONNAIRE

ABOUT TRAVEL—ASK EVERYONE 18 YEARS OF AGE AND OVER

1-a) Did you or any members of your household snow ski during the past 12 months?

YES 10-1

NO 2 GO TO Q. 2-a)

b) In which provinces, states, and countries did any of them ski during the past 12 months?

CANADA:

B.C.	11-1
ALBERTA	2
SASKATCHEWAN	3
MANITOBA	4
ONTARIO	5
QUEBEC	6
NEW BRUNSWICK	7
NOVA SCOTIA	8
P.E.I.	9
NEWFOUNDLAND	0
TERRITORIES	X

U.S.A.:

WASHINGTON	Y
IDAHO	12-1
UTAH	2
COLORADO	3
NEVADA	4
NEW YORK	5
VERMONT	6
OTHER STATES (SPECIFY) _____	

OTHER COUNTRIES	8
	13-

2-a) Now for some questions on travel. Have you ever flown on a commercial airline?

Yes 14-1

NO 2 GO TO Q. 3-a)

b) Of all the trips you took by air during the past 12 months, if any, how many were primarily for business reasons, and how many were primarily for non-business reasons?

NONE .. 00

NO. OF BUSINESS TRIPS
(15/16)

NONE .. 00

NO. OF NON-BUSINESS TRIPS
(17/18)

3-a) Now, some questions on holidays, during which you might have travelled or stayed at home. Many people, of course, don't take a vacation for one reason or another, but I'd like you to tell me some things about any holidays or vacations you, yourself, may have had during a 12-month period—let's say from November 1st last year to the end of October this year. Please do not count weekends or long weekends or statutory holidays.

Did you, yourself, take any such vacations or holidays during the past year—that is, since a year ago October 31st?

Yes ☐

NO 19-1 GO TO NEXT SECTION

b) Were you away from home on a trip overnight or longer during that period?

YES 2

NO 3 GO TO NEXT SECTION

Section IV (Cont'd)

ABOUT TRAVEL—ASK EVERYONE 18 YEARS OF AGE AND OVER

4. Next, I'd like you to tell me more about the trips you took during your holidays. Let's take the most recent trip first.

NOTE: EACH COLUMN REFERS TO ONE TRIP. ASK QUESTION 4 THROUGH TO QUESTION 20 FOR MOST RECENT TRIP FIRST, THEN REPEAT Q. 4 TO Q. 20 FOR EACH EARLIER VACATION TRIP UNTIL ALL SUCH TRIPS (UP TO A MAXIMUM OF 3) ARE RECORDED FOR THE LAST 12 MONTHS.

Considering the total trip—that is, from the day you left home until the day you got back home—could you tell me all the places where you spent at least one night. That is in each province, each state, or in other countries. Please include any nights you spent on the trip in your own province, and also any nights you spent while you were at your destination.

PLACES SPENT AT LEAST ONE NIGHT	MOST RECENT VACATION TRIP	NEXT MOST RECENT	TRIP BEFORE THAT
NEWFOUNDLAND	20-1	27-1	34-1
PRINCE EDWARD ISLAND	2	2	2
NOVA SCOTIA	3	3	3
NEW BRUNSWICK	4	4	4
QUEBEC	5	5	5
ONTARIO	6	6	6
MANITOBA	7	7	7
SASKATCHEWAN	<8	<8	<8
ALBERTA	9	9	9
BRITISH COLUMBIA	0	0	0
YUKON/N.W.T.	X	X	X
>> CONTINENTAL U.S.A.—INCLUDING ALASKA (SPECIFY STATES)			
	21-	28-	35-
	22-	29-	36-
	23-	30-	37-
	24-	31-	38-
	25-	32-	39-

	26-1	33-1	40-1
>>HAWAII	2	2	2
>>U.S. VIRGIN ISLANDS	3	3	3
>>PUERTO RICO	4	4	4
OTHER CARIBBEAN	5	5	5
BERMUDA	6	6	6
UNITED KINGDOM	7	7	7
FRANCE	8	8	8
GERMANY	9	9	9
SWITZERLAND	0	0	0
NETHERLANDS/HOLLAND	X	X	X
ITALY	Y	Y	Y
ALL OTHER EUROPEAN			
OTHER COUNTRIES (SPECIFY)			

IF SASKATCHEWAN INTERVIEW, AND IF TRIP WAS TO SASKATCHEWAN<, ASK QUESTIONS 5 AND 6, 7 TO 9 IF ALSO VISITED CONTINENTAL U.S.A., HAWAII, U.S. VIRGIN ISLANDS, PUERTO RICO ON THAT TRIP AND QUESTIONS 10 TO 20.

ASK QUESTIONS 7 TO 20 IF TRIP WAS TO CONTINENTAL U.S.A., HAWAII, U.S. VIRGIN ISLANDS, PUERTO RICO.>>

ASK QUESTIONS 10 TO 20 IF TRIP WAS TO ANY OTHER PLACE.

Section IV (Cont'd)

ABOUT TRAVEL—ASK EVERYONE 18 YEARS OF AGE AND OVER

ASK QUESTIONS 5 AND 6 IN SASKATCHEWAN ONLY AND
IF SASKATCHEWAN VISITED IN Q. 4 < BY SASKATCHEWAN RESIDENT

5-a) (HAND ORANGE CARD 1) On that trip, in
which of these areas in this province did you
stay overnight, if any? Just read me the letters.

	MOST RECENT VACATION TRIP	NEXT MOST RECENT	TRIP BEFORE THAT
A.	41-1	48-1	55-1
B.	2	2	2
C.	3	3	3
D.	4	4	4
E.	5	5	5
F.	6	6	6
G.	7	7	7
H.	8	8	8
I.	9	9	9
J.	0	0	0
K.	X	X	X
L.	Y	Y	Y
M.	42-1	49-1	56-1
N.	2	2	2
O.	3	3	3
P.	4	4	4
NONE OF THESE	5	5	5

b) (IF MORE THAN ONE AREA VISITED ON THAT
TRIP ASK:) In which one of those areas did you
stay the longest?

A.	43-1	50-1	57-1
B.	2	2	2
C.	3	3	3
D.	4	4	4
E.	5	5	5
F.	6	6	6
G.	7	7	7
H.	8	8	8
I.	9	9	9
J.	0	0	0
K.	X	X	X
L.	Y	Y	Y
M.	44-1	51-1	58-1
N.	2	2	2
O.	3	3	3
P.	4	4	4

6-a) (HAND ORANGE CARD 2) While vacationing in that particular area, in which of these activities did you personally participate, if any?

Boating, canoeing	45-1	52-1	59-1
Fishing	2	2	2
Hunting	3	3	3
Camping	4	4	4
Downhill skiing	5	5	5
Cross-country skiing	6	6	6
Visiting a historic site/museum	7	7	7
Attending a festival or special event	8	8	8
Attending a spectator sport	9	9	9
Shopping	0	0	0
Visiting friends and relatives	X	X	X
Participating in a business meeting, conference, convention	Y	Y	Y
Other	46-1	53-1	60-1
NONE OF THESE	2	2	2

b) And again in that particular area, in which of these types of accommodation did you stay:
(READ)

—hotel or motel	47-1	54-1	61-1
—your own vacation home,	2	2	2
—a campground	3	3	3
—a rental house, cabin or cottage	4	4	4
—with friends or relatives; or	5	5	5
—some other place?	6	6	6

GO TO QUESTION 10 IF TRIP WAS NOT TO CONTINENTAL U.S.A., HAWAII, U.S. VIRGIN ISLANDS, PUERTO RICO. >>

Section IV (Cont'd)

ABOUT TRAVEL—ASK EVERYONE 18 YEARS OF AGE AND OVER

ASK QUESTIONS 7 TO 9 IF TRIP WAS TO CONTINENTAL U.S.A., HAWAII, U.S. VIRGIN ISLANDS, PUERTO RICO.

7. How long before you started on this trip, did you finally decide to visit the United States (or Hawaii/U.S. Virgin Islands/Puerto Rico, if applicable)?

	MOST RECENT VACATION TRIP	NEXT MOST RECENT	TRIP BEFORE THAT
DURING THE TRIP	62-1	10-1	19-1
UP TO 2 WEEKS BEFORE	2	2	2
2 WEEKS UP TO 4 WEEKS	3	3	3
1 MONTH UP TO 2 MONTHS	4	4	4
2 MONTHS UP TO 4 MONTHS	5	5	5
4 MONTHS UP TO 6 MONTHS	6	6	6
6 MONTHS OR OVER	7	7	7

8. On that trip, what were your most favourable impressions about vacationing in the United States (or Hawaii/U.S. Virgin Islands/Puerto Rico, if applicable)? (PROBE) Anything else? (RECORD VERBATIM)

NO FAVOURABLE IMPRESSIONS ☐ ☐ ☐

63- 11- 20-
64- 12- 21-

9. On that trip, what were your most unfavourable impressions about vacationing in the United States (or Hawaii/U.S. Virgin Islands/Puerto Rico, if applicable)? (PROBE) Anything else? (RECORD VERBATIM)

NO UNFAVOURABLE IMPRESSIONS ☐ ☐ ☐

65- 13- 22-
66- 14- 23-

ASK EVERYBODY

10-a) How many nights in total were you away from home on that trip?

TOTAL NUMBER OF NIGHTS:

(67/68)

(15/16)

(24/25)

-b) (IF VISITED BOTH THE UNITED STATES (INCLUDE HAWAII, U.S. VIRGIN ISLANDS AND PUERTO RICO) AND OTHER PLACES OR PROVINCES IN Q. 4 ASK) How many of those nights did you spend in the United States including Hawaii, U.S. Virgin Islands and Puerto Rico?

(69/70)

(17/18)

(26/27)

(71/75)

Section IV (Cont'd)

ABOUT TRAVEL—ASK EVERYONE 18 YEARS OF AGE AND OVER

ASK EVERYBODY

- 11-a) As best as you can recall, could you tell me about how much was spent (it doesn't matter) and your party for that trip, including any credit card purchases or fares—in other words, the total cost of the trip.

MOST RECENT
VACATION TRIP

NEXT MOST
RECENT

TRIP BEFORE
THAT

\$ (28/31) \$ (43/46) \$ (58/61)

ABSOLUTELY CAN'T RECALL

☐ ☐ ☐

- b) (IF VISITED BOTH THE UNITED STATES (DO NOT INCLUDE HAWAII, U.S. VIRGIN ISLANDS AND PUERTO RICO) AND OTHER PLACES OR PROVINCES IN Q. 4 ASK) And about how much of that was spent in the United States (including Hawaii, U.S. Virgin Islands and Puerto Rico). Please include any travel expenditures made in Canada to get there.

\$ (32/35) \$ (47/50) \$ (62/65)

ABSOLUTELY CAN'T RECALL

☐ ☐ ☐

12. Could you tell me in which month you spent that trip:

November, 1975	66-1	66-2	66-3
December, 1975	66-4	66-5	66-6
January, 1976	66-7	66-8	66-9
February, 1976	66-10	66-11	66-12
March, 1976	66-13	66-14	66-15
April, 1976	66-16	66-17	66-18
May, 1976	66-19	66-20	66-21
June, 1976	66-22	66-23	66-24
July, 1976	66-25	66-26	66-27
August, 1976	66-28	66-29	66-30
September, 1976	66-31	66-32	66-33
October, 1976	66-34	66-35	66-36

13. (HAND ORANGE CARD 3) In which of these types of accommodation did you stay on this trip?

HOTEL	38-1	53-1	68-1
MOTEL	2	2	2
RESORT OR LODGE	3	3	3
YOUR OWN VACATION HOME OR COTTAGE	4	4	4
RENTED CABIN OR COTTAGE	5	5	5
GOVERNMENT CAMPGROUND OR TRAILERSITE	6	6	6
COMMERCIAL CAMPGROUND OR TRAILERSITE	7	7	7
WITH FRIENDS	8	8	8
WITH RELATIVES	9	9	9
OTHER	0	0	0

14. And about how many miles away from home was the farthest point you travelled on that trip—that is, one way?

(39/42)

(54/57)

(69/72)

No Idea

☐
☐
☐

Section IV (Cont'd)

ABOUT TRAVEL—ASK EVERYONE 18 YEARS OF AGE AND OVER

- 15-a) Now would you tell me what was the main type of transportation you used on that trip?

	MOST RECENT VACATION TRIP	NEXT MOST RECENT	TRIP BEFORE THAT
CAR	73-1	12-1	17-1
MOTOR CAMPER	2	2	2
PLANE	3 <<.....	3 <<.....	3 <<
TRAIN	4	4	4
BUS	5	5	5
BOAT	6	6	6
OTHER (CIRCLE CODE AND SPECIFY)	7	7	7

- b) Were your transportation, accommodation and other arrangements bought as part of an inclusive package tour or were your arrangements for transportation and accommodation made separately?

INCLUSIVE PACKAGE TOUR	74-1	13-1	18-1
ARRANGEMENTS MADE SEPARATELY	2	2	2

- c) (IF "PLANE" << IN Q. 15-a) ASK:) Was your trip on a regularly-scheduled flight or a charter flight?

REGULARLY SCHEDULED FLIGHT	4	4	4
CHARTER FLIGHT	5	5	5

ASK EVERYONE

16. Did you consult with a travel agent when planning this trip?

YES	75-1	14-1	19-1
NO	2	2	2

5-1 6-0 7-1 8-2 9-1

17. (HAND ORANGE CARD 4) Which of those descriptions best describe your reasons for taking this trip? Just read me the letters: you may want to give me two or three.

A. -----	10-1 -----	15-1 -----	20-1 -----
B. -----	2 -----	2 -----	2 -----
C. -----	3 -----	3 -----	3 -----
D. -----	4 -----	4 -----	4 -----
E. -----	5 -----	5 -----	5 -----
F. -----	6 -----	6 -----	6 -----
G. -----	7 -----	7 -----	7 -----
H. -----	8 -----	8 -----	8 -----
I. -----	9 -----	9 -----	9 -----
J. -----	0 -----	0 -----	0 -----
K. -----	X -----	X -----	X -----
L. -----	Y -----	Y -----	Y -----
M. -----	11-1 -----	16-1 -----	21-1 -----
N. -----	2 -----	2 -----	2 -----

Section IV (Cont'd)

ABOUT TRAVEL—ASK EVERYONE 18 YEARS OF AGE AND OVER

ASK EVERYONE

- 18-a) How many people were travelling together in your travel party, including yourself—that is, people travelling in your group only, but not the other members of a tour or charter, for instance in each of the following categories? (READ EACH AND WRITE IN NUMBER)

From your own household: How many were:

	MOST RECENT VACATION TRIP	NEXT MOST RECENT	TRIP BEFORE THAT
18 years or over, including yourself? -----	22- _____	28- _____	34- _____
Under 18 years? -----	23- _____	29- _____	35- _____

- b) People in your party from other households:
How many were:

18 years or over? -----	24- _____	30- _____	36- _____
Under 18 years? -----	25- _____	31- _____	37- _____
TOTAL	26- _____	32- _____	38- _____

19. Where was your home at the time of this trip?
(CHECK BOX IF SAME COMMUNITY AS AT PRESENT, OTHERWISE WRITE IN NAME OF TOWN AND PROVINCE/STATE OR OVERSEAS COUNTRY)

SAME AS AT PRESENT ----- ☐ ----- ☐ ----- ☐

OTHER -----
(TOWN/PROVINCE/COUNTRY
27- 33- 39-

20. Did you take any other trips during this 12-month period we have been talking about?
- | | | | | | |
|---------------------------------|------------------------|--------------------------|------------------------|--------------------------|------------------------|
| YES -- <input type="checkbox"/> | GO TO
Q. 4 | <input type="checkbox"/> | GO TO
Q. 4 | <input type="checkbox"/> | GO TO
Q. 21 |
| NO. -- <input type="checkbox"/> | CIRCLE
'1' | <input type="checkbox"/> | CIRCLE
'2' | <input type="checkbox"/> | CIRCLE
'3' |
| | AFTER
Q. 21 | | AFTER
Q. 21 | | AFTER
Q. 21 |
| | THEN
GO TO
Q. 22 | | THEN
GO TO
Q. 22 | | THEN
GO TO
Q. 22 |

21. (ASK IF 'YES' TO Q. 20 AFTER THIRD TRIP) How many other vacation trips did you take in between last year and October 31st this year?

(WRITE IN) _____

(INTERVIEWER; CIRCLE TOTAL NUMBER OF VACATION TRIPS TAKEN:)

1 2 3 4 5 6 7 8 9 OR MORE (SPECIFY) _____ 40-

22. Even if you have not vacationed in the United States or in Canada, I'd like your impression on whether one country is more expensive to travel in than the other at this time. First, would you say that gasoline in the U.S. is generally more expensive than in Canada, less expensive, or about the same? What about _____?
(READ EACH LISTED BELOW)

	MORE EXPENSIVE THAN IN CANADA	LESS EXPENSIVE THAN IN CANADA	ABOUT THE SAME	NO IDEA
—Gasoline?	41-1	2	3	4
—Air fares?	42-1	2	3	4
—Hotel or motel room rates?	43-1	2	3	4
—Dining out?	44-1	2	3	4
—Souvenirs and gift shopping?	45-1	2	3	4
—Overall—considering the total cost				
(47/75) of a similar type of trip?	46-1	2	3	4

Section IV (Cont'd)

CANADIAN FACTS CO. LIMITED
TORONTO-VANCOUVER-MONTREAL

BASIC DATA—FILL IN AT THE END OF INTERVIEW AS INSTRUCTED

WRITE CLEARLY OR PRINT, GIVE INITIALS

CIRCLE: MR./MISS/MRS. _____ INTERVIEW NO. _____ ON LOCATION NO. _____

MAILING ADDRESS: _____ TOWN: _____ PROVINCE: (CIRCLE CODE) _____ (15/18)

POSTAL CODE: _____

NFLD	19-1	ONT	6
P.E.I.	2	MAN	7
N.S.	3	SASK	8
N.B.	4	ALTA	9
QUE	5	B.C.	0

PHONE NO.: _____ NONE ☐

SEX: MALE _____ 20-1

FEMALE _____ 2

1. IF THIS HOUSEHOLD IS LOCATED IN A RURAL AREA (i.e., A COMMUNITY OF LESS THAN 1,000 POPULATION OR OPEN COUNTRY), ASK:

a) Is there more than one acre in this property? YES _____ ☐ ASK -b) NO _____ 21-1

b) Last year, did you sell more than \$50 worth of products grown or raised on this property? YES _____ 2 NO _____ 3 4

2-a) Are there any children under 18 years of age living at home? YES _____ 22-1 NO _____ 2

GO TO Q. 3-a)

b) (IF "YES") YES NO

Are any of them . . . under 5 years of age? _____ 23-1 _____ 2

5 to 14 years of age? _____ 24-1 _____ 2

15 to 17 years of age? _____ 26-1 _____ 2 (25)

c) Total number of children under 18 years living at home _____ 27-

- 3-a) How many people live in this household, including yourself, other members of of your family and anyone else living as part of your household who is not a member of your immediate family?
- b) How many are 15 years of age or over?
- c) How many are 18 years of age or over?

	-a) TOTAL NUMBER IN HOUSEHOLD	-b) TOTAL NUMBER 15 AND OVER	-c) TOTAL NUMBER 18 AND OVER
One -----	28-1 -----	30-1 -----	31-1 -----
Two -----	2 -----	2 -----	2 -----
Three -----	3 -----	3 -----	3 -----
Four -----	4 -----	4 -----	4 -----
Five -----	5 -----	5 -----	5 -----
Six -----	6 -----	6 -----	6 -----
Seven -----	7 -----	7 -----	7 -----
Eight -----	8 -----	8 -----	8 -----
Nine -----	9 -----	9 -----	9 -----
Ten or More -----	0 -----	0 -----	0 -----
NONE -----			X -----

Section IV (Cont'd)

(cont'd) BASIC DATA—FILL IN AT THE END OF INTERVIEW AS INSTRUCTED

4. What is your marital status? Single 32-1
Are you . . . (READ LIST) Married? 2
Widow(er), Divorced, Separated? 3
5. What was the language you first spoke in childhood and still understand? English 33-1
French—(Quebec Interview) 2
French—(Non-Quebec Interview) 3
Other: (CIRCLE CODE AND SPECIFY) 4
6. What language do you speak most often at home now? English 34-1
French 2
Other 3
7. What is your position in this household? (READ LIST IF NECESSARY) Male Head 35-1
Female Head 2
Son 3
Daughter 4
Other Male 5
Other Female 6
- 8-a) What is your occupation? TYPE OF JOB:
TYPE OF COMPANY: 36-
Retired, Pensioned, 37-1
Student, 2
Unemployed, 3
Homemaker Only, 4
Homemaker employed outside home? ☐ ASK -b) 38-
- b) Is that part-time, ☐ (STATE JOB)
or full-time? ☐ (STATE JOB) 39-
9. What is the occupation of the head of the house? TYPE OF JOB:
TYPE OF COMPANY: 40-
Retired, Pensioned, 41-1
Student, 2
Unemployed, 3
Homemaker Only? 4

10. What was the name of the last school you attended? How far did you go?

	SOME	GRADUATED
Public/elementary school		
(Grades 1-8—Quebec		
Grades 1-7)	42-1	2
Secondary/high school		
(Grades 9-13—Quebec		
Grades 8-12)	3	4
Technical/senior college		
(Above Grades 12 or 13—		
Quebec CEGEP/ college		
classique)	5	6
University	7	8
No formal schooling		9
Refused		0
Any additional schooling		

11. What was your exact age on your last birthday?

Interviewer: If **RESPONDENT**
REFUSES—

Estimate	RECORD
Exact Age _____ Years	EXACT
	AGE _____ (43/44)

Section IV (Cont'd)

(cont'd) BASIC DATA—FILL IN AT THE END OF INTERVIEW AS INSTRUCTED

13. TOTAL FAMILY INCOME

(HAND WHITE CARD 1) In which of these letter groups does the approximate income of the family fall—that is, the income or earnings of all the family members living here added together?

IF REFUSED OR DON'T KNOW,
GIVE BEST ESTIMATE

\$ _____ (PER YEAR)
TOTAL FAMILY INCOME

L 49-1
M 2
N 3
O 4
P 5
Q 6
R 7

REFUSED ☐ 8 9

14. INCOME OF HEAD OF HOUSE

(HAND WHITE CARD 2) Now, in which of these letter groups does the approximate income of the head of the house fall?

IF REFUSED OR DON'T KNOW,
GIVE BEST ESTIMATE

\$ _____ (PER YEAR)
HEAD OF HOUSE

L, M or N 50-1
O 2
P 3
Q 4
R 5
S 6
T 7
U 8
V 9
W 0

REFUSED ☐ 51-1

15. CHECK TYPE OF DWELLING AND ASK: Do you own or rent your home?

TYPE OF DWELLING (OBSERVE, DO NOT ASK)

OWN 52-1
RENT 2
SINGLE OR SEMI-DETACHED HOUSE 53-1
ROW HOUSES 2
DUPLEX, TRIPLEX, OR QUADRUPLER 3
SUITE OVER STORE, ETC. 4
APARTMENT (5-7 UNITS) 5
APARTMENT (8-19 UNITS) 6
APARTMENT (20 OR MORE UNITS) 7
ROOM(S), PART OF HOME 8
OTHER (CIRCLE CODE AND SPECIFY) 9

EITHER

IF INTERVIEWING MONDAY TO FRIDAY, SAY:

16. We are interested in finding out how often people are at home on weekdays at about this time. We are not interested in Saturdays and Sundays, only weekdays.

- a) Did you happen to be at home yesterday (or last preceding weekday) at about this time?

	AT HOME	NOT HOME	CAN'T REMEMBER/ DON'T KNOW
(WRITE IN NAME OF DAY) 54-1 -----	2 -----	3 -----	

- b) How about -----?
(SAY AND WRITE IN WEEKDAY BEFORE)

55-1 -----	2 -----	3 -----
------------	---------	---------

- c) How about -----?
(SAY AND WRITE IN WEEKDAY BEFORE)

56-1 -----	2 -----	3 -----
------------	---------	---------

NOTE: WORK BACK THROUGH 3 PRECEDING WEEKDAYS

OR

IF INTERVIEWING SATURDAY, SAY INSTEAD:

- a) We are interested in finding out how often people are at home on Saturday at about this time. For instance, did you happen to be at home last Saturday at about this time? -----

	AT HOME	NOT HOME	CAN'T REMEMBER/ DON'T KNOW
57-1 -----	2 -----	3 -----	

- b) How about the Saturday before that, at about this time? -----

58-1 -----	2 -----	3 -----
------------	---------	---------

AUTOMATIC CLASSIFICATION—OBSERVE, DO NOT ASK

SOCIO-ECONOMIC LEVEL

UPPER ----- 59-9

UPPER MIDDLE ----- 8
7MIDDLE ----- 6
5
4LOWER MIDDLE ----- 3
2

LOWER ----- 1

Interviewer's Signature: _____

INTERVIEW NUMBER WITHIN HOUSEHOLD:

FIRST ----- 60-1

SECOND ----- 2

THIRD ----- 3

FOURTH ----- 4

FIFTH ----- 5

DAY OF INTERVIEW:

Monday ----- 61-1

Tuesday ----- 2

Wednesday ----- 3

Thursday ----- 4

Friday ----- 5

Saturday ----- 6

Employer Number: _____

Date: _____ 62-

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